Visitor's Perception towards Event Management in Kathmandu Valley

Prajwal Maharjan[1], Devid Kumar Basyal[2] & Mijala Kayestha[3]*

[1]Quest International College, Pokhara University, Lalitpur, Nepal
[2]Research Management Cell, Quest International College, Pokhara University, Lalitpur, Nepal
[3]Kathmandu Model College, Tribhuvan University, Bagbazar, Kathmandu, Nepal
*Corresponding Email: mijala98@gmail.com

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Abstract

Background: Events are significant drivers of tourism and play a key role in the development and marketing of destinations. In Kathmandu Valley, the increasing trend of event organization has raised questions about visitor perceptions toward event management. However, no previous study has explored this topic in Nepal.

Objective: The study aims to analyze visitor perceptions of event management in Kathmandu Valley, focusing on how affective engagement influences these perceptions and identifying areas for improvement.

Method: An exploratory research design was adopted to uncover the realities of visitor perceptions. Quantitative data was collected from 343 respondents and analyzed using both descriptive and inferential statistics. Structural Equation Modeling (SEM) was employed to examine the relationships between variables.

Result: The study found that affective engagement significantly impacts visitor perceptions. Attendees expect high-quality service from event companies and are likely to share their experiences on social media platforms like Facebook. Most respondents were between the ages of 21-30, indicating a strong youth interest in event attendance. The analysis revealed that one independent variable, affective engagement, had a significant effect on one hypothesis related to contingent factors, while another hypothesis was rejected.

Conclusion: Event management companies in Kathmandu Valley should prioritize affective engagement, addressing attendees' emotions and feelings. Enhancing internal management practices can lead to better service delivery, addressing common issues such as overcrowding, location, and security. Additionally, adopting modern technologies could further attract and satisfy attendees, improving overall event experiences.

Paper Types: Research Paper

Key words: Event management, Planned behavior, Affective engagement, SEM, Quality of the event

JEL Classification: C38, D9, N95, N3

Introduction

Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations. Equally, 'event management' is a fast-growing professional field in which attendee constitute a potential market for planned events and the tourism industry has become a vital stakeholder in their success and attractiveness (Getz, 2008). Some of the emerging concept on perception of people towards event management are that event management is getting stronger as an academic field as well as a major element of tourism development and event planner must have knowledge about theme form both management and non-management background- specific literature, such as theory on festival experiences and meanings (Ritchie et al., 2010). Research have found that people considered event success when they have authentic experience and relationships with image, value, satisfaction and identity (Lin & Lee, 2020). In addition to this factor like trust on wedding planners, perception towards wedding planning firms, motivation and societal pressure have significant influence on consumer's intention to hire wedding planners whereas Future research could also be extended to other demographic groups, countries and cultures, in order to further understand the merits of social media investments (Hudson et al., 2015).

Event participation, as a significant driving force in the growth of tourism, will increase a destination's appeal, create a positive profile, build demand, fill the consumer void created by seasonal demand declines, promote local marketing, and draw more visitors, thus improving a location's competitiveness (Lin & Lee, 2020). Event Management is a growing industry and empirical reviews of various studies have shown that event management is getting stronger as an academic field as well as a major element of tourism. Below is the empirical review of various papers related to the Event Management Practices around the globe? Paper published globally concludes that event manager must have knowledge of both management and non-management trends so that they can be creative and innovative (Getz et al., 2010). Likewise, huge events such as World Expo have positive impact on the host nations, and the satisfaction with the event id influenced by destination (Weber et al., 2012). Furthermore, from the above studies more research on the events related to social cultural environment is needed and the role of main stakeholders is necessary rather than just focusing on few stakeholders (Mair & Whitford, 2013).

Events and festivals, as a sector of the tourism industry, are considered to be key exemplars of the experience economy. The study stresses the importance of creating one-of-a-kind event experiences that will entice festival goers to return. As a result, event planners must be aware of the main aspects of gastronomic festivals that affect guest satisfaction, positive experiences, and intent to return in a crowded market (Getz et al., 2010). Yet, research on event experiences is scarce, fragmented and descriptive. Furthermore, a valued event experience can be better conceptualized if event organizers understand the event experience from the attendee perspective. In this sector too, studies on attendee behavior in events concludes that the investigated authentic experience has relationships with image, value, satisfaction and identity (Lin & Lee, 2020). In addition to this (Hermann et al., 2020) argued that only affective engagement positively influences I was's satisfaction, which, in turn, positively influences attendees intentions to revisit and recommend the beer festival and event activities during the festival. Also, the role of social media is important in success and smooth operation of the event. For the recommendation part, Lin & Lee (2020) has suggested that future research must verify the generalizability of the proposed model to other types of festivals or dragon boat festival activities in different locations. Further recommendation from Hudson et al (2015) has led to future research which could also be extended to other demographic groups, countries and cultures, in order to further understand the merits of social media investments.

Studies on event management practice and attendee behavior in event it is clearly seen that event

participation, as a significant driving force in the growth of tourism, will increase a destination's appeal, create a positive profile, build demand, fill the consumer void created by seasonal demand declines, promote local marketing, and draw more visitors, thus improving a location's competitiveness (Lin & Lee, 2020). In addition to this Hermann et al (2020) argued that only affective engagement positively influences attendee satisfaction, which in turn, positively influences attendee intentions to revisit and recommend the beer festival and event activities during the festival. Further recommendation from Hudson et al (2015) has led to future research, which could also be extended to other demographic groups, countries and cultures, in order to further understand the merits of social media investments.

The issue of Perception of People towards Event Management has emerged from the increasing trend of organizing events in Kathmandu valley. There are numerous events taking place in Kathmandu on a daily basis and the event management companies work in different teams with creative ideas along with strong leadership for the success of the event (Bhandari, 2018). Experience of the people attending the event is necessary as attendee are the main clients of the event business paper analyzes different factors such as emotions, physical amenities, uniqueness, role of marketing and advertising of events, perception of people, also socio-cultural factors that people tend to take in consideration while choosing or evaluating the management by event management companies. Social Media, quality, behavior, and service play an important role in positively impacting on attendee's behavior. In the last decade of the 20th century, there has been evidence of an intensive rise in the economic role and importance of events in the economies of developing countries and transitioning countries. There are a variety of different hypotheses on what makes an event efficient. Smith (2017) concludes that the most important element of event performance is having an "experience".

In the years ahead, both academics and practitioners in event management should have a favourable future, but we are overlooking the importance of other key stakeholders through research. Researchers have been stating that more research on the socio-cultural and environmental impacts of events is needed, along with a better understanding of the relationship between events and the policy agendas in different countries and regions and a lack of research in the area of Indigenous events. In addition to this , (Lin & Lee, 2020) has suggested that future research must verify the generalizability of the proposed model to other types of festivals or dragon boat festival activities in different locations. The COVID-19 pandemic dramatically forced the whole world to live in a new normal. A pandemic historically generates fear of other people based on the perceived threat of pathogens (Murray) & therefore, it is important to understand how the perceived threat of COVID-19 affects various behaviors, including the preference for Events. (Kim & Lee, 2020).

To the authors best knowledge, many studies have been conducted in foreign land related to perception of people towards event management but there are no papers related to event management in Nepal. The analysis of the leading trends in the emerging profession of Event Management provides both quantitative and qualitative evidence of the growth of this field. This study entails a complex sub-set of questions and problems. What is the current trend made by the visitors towards event management? What factors influence people's event quality perception? What challenges are the visitors facing? What are the managerial solutions to these challenges? This study reviews theoretical and empirical literature in the selected area, methodology used in the study, presents the analysis of data, discussion and conclusion.

Research Method

Conceptual Framework

The theory of planned behavior is a theory used to comprehend and anticipate practices, which places those practices are promptly dictated by social expectations and in specific situations, saw social

control. Conduct aims are controlled by a blend of three variables: attitude toward the behavior, emotional standards, and perceived behavioral control (Kan, Fabrigar, & Fishbein, 2017). In this study of visitor's perception towards event industry, the study is measuring the satisfaction level of attendees by analyzing different factors such as attitudes, behavior and emotions so the research has undertaken theory of planned behavior in its theoretical framework.

In the figure 1 the study examines the conceptual relationship of affective engagement and cognitive engagement with the perception of people towards event management. Service quality is defined as "the customer's overall impression of the relative inferiority/superiority of the organization and its services" (Bitner & Hubbert, 1994, p. 77). Consumers' service quality perceptions are positively related to several key consumer variables such as customer satisfaction (Reeves & Bednar, 1994; Cronin & Taylor, 1992) and customers' expectations (Chelladurai & Chang, 2000; Reeves & Bednar, 1994; Zeithaml et al., 1990).

Figure 1: Conceptual Framework
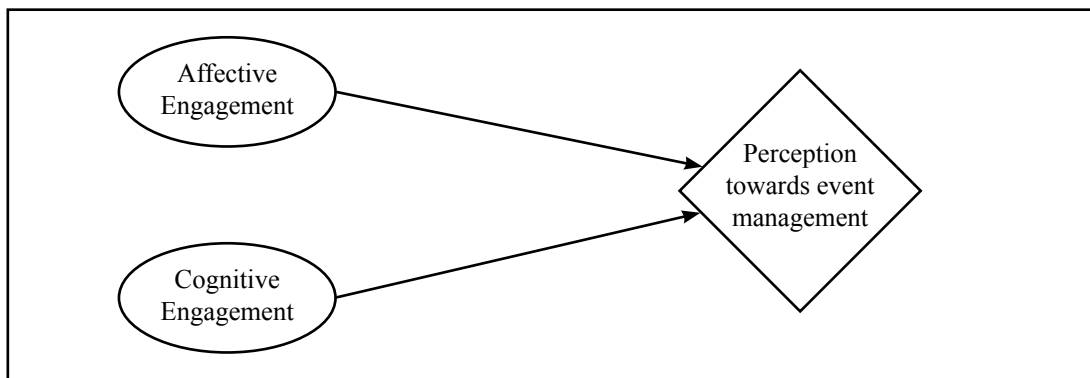
Source: Modified from (Hermann et al., 2020)

Affective engagement

Affective engagement refers to a participant's experiences concerning feeling and emotions, preferences and values. It is related to a sense of adventure (Gunter, 1987), excitement (Hull & Michael, 1995), intimacy with others (Trauer & Ryan, 2005) and feeling emotionally recharged (Collins, 2014). In sporting events, affective engagement can be experienced as a sense of unity with other participants (Kaplanidou et al., 2013), which are similar to the concept of "communities".

> *H1: Affective engagement significantly affects event attendee's satisfaction*

Cognitive engagement

Cognitive engagement refers to experiences related to awareness, perception, memory, learning, judgment and understanding or making sense of the experience. In the case of a beer festival, we predict that event attendee would want to learn something new and gain new knowledge (Mannell & Kleiber, 1997; Volo, 2010) by using their intellect and cognitive skills to understand the unique foods and beverages they are experiencing (Larsen & Mossberg, 2007; Walls et al.,2011).

> *H2: Cognitive engagement significantly affects event attendee's satisfaction*

Variable Construct

The observed variables are defined in variable construct (See Table 1). The variables of the study are: affective engagement, cognitive engagement and perception toward event management.

Table 1: Variable Construct

Construct	Observed Variable	Notation	Questions
Affective Engagement	Feeling / Emotions	AE1	I was excited about the event
		AE2	I got emotionally recharged
		AE3	I experienced intimacy during event
		AE5	I was aware of my own values
Cognitive engagement	Sense of Experience	CE2	I learned something from the event
		CE3	I used my intellect
		CE4	I was interpreting things for own self
Perception towards Event management	Satisfaction and intention to revisit	PEM1	I was satisfied with the outcome of event
		PEM2	My expectation was met from the event
		PEM3	I want to revisit the event
		PEM4	I was satisfied with the management of event

Study Area, Population and Sample Size

To have the study on cause and effect between variables explanatory research design was used. The study area selected for the study is Kathmandu Valley which lies in province 3 of Nepal covering an area of about 30x35 km (Haack & Rafter, 2018) and is the most populated and developed place in Nepal. The valley's latitude is 27°32'13" and 27°49'10" north and longitudes is 85°11'31" and 85°31'38" east (Parajuli et al., 2019, Maharjan et al., 2022, Bhandari et al., 2021, Devkota et al., 2022). It is bowl-shaped and is located at a mean elevation of about 1300 meters i.e., 4265 feet above sea level. The issue of Perception of People towards Event Management has emerged from the increasing trend of organizing events in Kathmandu valley. There are numerous events taking place in Kathmandu on a daily basis and the event management companies work in different teams with creative ideas along with strong leadership for the success of the event. As Kathmandu valley is a center for many business activities and services, the event industry is growing in Nepal, in the current context (Kharel, 2019, Karki et al., 2021). People today are attending various kinds of events such as Trade Shows, Concert, Live shows, Sports Event etc. and people perception towards management of the event, by event management is changing as the expectation of attendee has changed(Republica, 2018).

Convenient sampling is appropriate for this study because we cannot trace the number of event attendees as there are various numbers of events in Kathmandu each day such as wedding, music festivals, tradeshows and conference. Because the study population was general public of Kathmandu Valley, the study undertook responses of 286 respondents in initial phase and added 57 more for the validity of the data.

Research Instrument and Data

Structure questionnaire with interview was the main research instrument used in this study to conduct survey on Perception of people towards event management for data collection in which the questionnaire was maintained by kobo toolbox. Pretesting of the data was conducted in 20 respondents and feedback was taken and necessary changes are made according to the responses from respondent in pre-test.

Primary data from questionnaire survey have been collected as researcher has linked questionnaire in order to meet the various objectives mentioned above in the study. Since the data collection was done during pandemic session some data were collected physically but most the data were collected through use of social media such as face book messenger, viber, email and whatsapp. Respondents filled the questionnaire through the link in social media and was uploaded in kobo tool box. Data were collected from the month of April 2021 to July 2021.

Descriptive and inferential statistics techniques are used to analyze the collected data. The descriptive analysis is done based on the objective of the study and for descriptive statistical data mean, standard deviation, maximum and minimum values are calculated. Inferential analysis is measured to have the result on the variables on the basis of their connection, the validity and reliability of the data and used instruments. For the statistical result generation for inferential analysis, AMOS, SPSS are used. A structural equation model (SEM) was performed to identify the association between event quality perception and satisfaction of the attendees.

# Data Analysis and Results

Socio-Demographic Information

Under socio-demographic, general information about the people like (sex, age, education, occupation, monthly income, marital status and visiting trade show and conference) specifically people living within Kathmandu valley were considered. The survey was taken from 286 respondents: having 153 male and 133 female. Large no. of interviewee was from the age group of 21-30 and least from above 50. Most of them have completed bachelors' level of education and least only 2 were uneducated. Unmarried respondent was double of married ones i.e., 67% and it indicates that young generations are attracted to events such as tradeshows musical events and festivals. Our study conveys that student's group (117 respondents) mostly and then employees (86 respondents) are more attractive to events such as festivals, music concerts, trade shows and conference. Majority of the respondents were students due to which it limits their capacity to earn, as many bachelors' students are full time student and they didn't have proper jobs. Our study also conveyed that even working professional salary range up to 60000 in general.

General Perspective towards Event

Events are a powerful incentive for growth, and they play a key role in most destinations' development and marketing strategies. The relevance of organized events in economic growth has been widely established, and they are becoming increasingly important for destination competitiveness. Both International and local visitors are a potential market for event management, which is a rapidly increasing profession (Getz, 2008).

Type of Event Attended

As the event phenomenon increased in popularity in the latter half of the twentieth century, so did academic interest in events, leading to an increase in research projects on a range of issues linked to events and the event industry (Mair & Whitford, 2013). Figure 2 showed, in which event respondents have attended.

Figure 2: Type of Event Attended
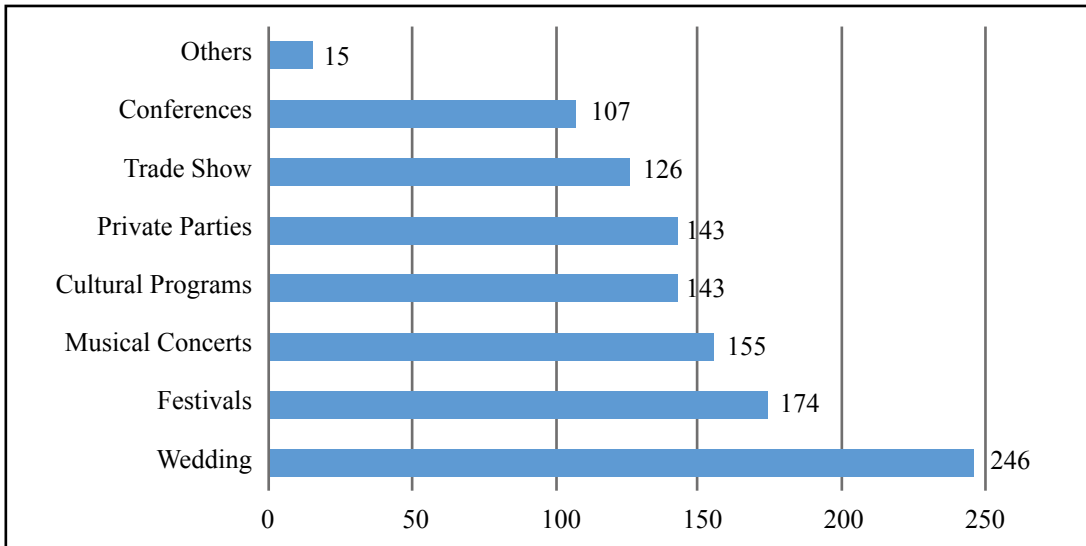
Source of Information and Sharing Information and Mode of social media Used

Information sources may be observations, people speeches, documents, pictures, organizations etc. (Aswakan, 2019). The source of information can be from various origins such as family/ friends, posters, previous visit etc. 68.18% of the respondents claimed their source of information were friends and family, followed by 59.09% claimed from previous visit and 54.55% from newspaper/ social media. Low percentages of respondent have claimed they get information from event management site/ tourist office and other i.e., 15.03% and 4.9% respectively. In general, it is observed that majority of the respondents share about the event to others after the event i.e., 56.64% followed by 48.25% share before the event take place and 7.83% do not share the information of their attendance in the event at all. Facebook is the most dominant social media used to share about the event by the attendees i.e., 88% respondents have claimed to share information about the event through it. Followed by Instagram as 62% respondent claimed to share information through it. Lowest numbers of respondent have claimed to share info in their linked in and YouTube channels i.e., 4.89% and 10.1%. This shows that most of the attendees have attended social visits such as wedding and festivals as they don't share such in their professional account.

Transportation

Mode of transport is a term used to distinguish between different ways of transportation or transporting people or goods (Tatjana Pivac, 2011). Various means of transport popular in Kathmandu are personal vehicle, public vehicles, taxi, pathao, etc. Majority of respondents visit by car or motor cycle i.e., 82%. It is followed by public vehicle such as microbus, bus, taxis are around 25% and only 17% visit the event by pathao or tootle. Study conducted in South Africa by Hermann et al. (2020) revealed that 58.3% used their personal vehicle followed by uber and taxi at 33.05%. This shows that while attending events majority of the people tend to prefer their own vehicle then followed by public ones.

Rating of Event That Attendees Have Visited

There are various factors that affect the event, particularly such as planning, marketing, coordination of team but logistics such as arrangement, staff, and speakers, duration of session, venue, and quality of service also play an important role in success of an event. Table 2 shows how the attendees' responses or gave rating for events.

Table 2: Rating of the Event Visited

	Very Satisfied	Satisfied	Neutral	Not Satisfied	Very dissatisfied
Arrangement	42 (14.69%)	135 (47.2%)	100 (34.97%)	7 (2.45%)	2 (0.7%)
Staff	22 (7.69%)	137 (47.9%)	112 (39.16%)	14 (4.9%)	1 (0.35%)
Speakers	31 (10.8%)	111 (38.8%)	127 (44.4%)	17 (5.94%)	0
Venue	25 (8.74%)	133 (46.5%)	118 (41.25%)	9 (3.15%)	1 (0.35%)
Quality of Services	23 (8.04%)	118 (41.2%)	130 (45.45%)	14 (4.9%)	1 (0.35%)
Management	22 (7.69%)	110 (38.2%)	130 (45.45%)	19 (6.64%)	7 (2.44%)
Benefit to attendee	19 (6.64%)	122 (42.6%)	128 (44.76%)	13 (4.55%)	4 (1.4%)

Challenges Related to Event Management Faced

Events have played a significant role in history as part of celebrations, religion, community, and even revolution events that have been focal points of importance to people, regions, and countries throughout recorded time (Backman, 2018). Out of 286 respondent 249 believed that they have faced hurdles during the event. Most common problem was seen on crowded people i.e., 228 respondents. Similarly, 200 people felt there was lack of management where 129 people had difficulty in location. For 117 people security was a serious concern where 70 felt lack of management in ticketing. Also, 95 people believed that there was poor coordination among the team, 69 thought there was poor customer service in the event and 9 people had other challenges. Our study revealed that 48.25% respondent felt the problems very often while 36.01% respondents felt sometimes, 12% and 3.5% faced the challenges less often and rarely.

Managerial Solutions

This segment covers the managerial solutions and feedback from the respondents to overcome the above hurdles faced by attendees in event management. 100% of the respondents believed that the challenges mention earlier was manageable. Maximum respondent i.e., 79.02% said management of team can lead to overcome the challenges, 73.78% think new technologies should adopt for better management, 57.34% believed training and development of the staff could lead to better event satisfaction of the attendees. Likewise, 45.10%, 39.51% and 5.59% believed on information security and compliance, proper use of funds and others respectively can be applicable as a strategy. Majority of the respondents i.e., 70% believed that the situation of event management is highly affected in Covid-19 period. People were banned from gathering by the governments all around the globe. Least respondents said event management was not affected. Majority of respondent conveyed marketing as a success factor for event as both digital and traditional method of marketing is used today for promotion and branding. 69.58% people believed that proper planning is essential for any event. Similarly, 61.89% believed use of social media was essential and 59.09% believed that coordination of the management team was essential. Followed by location i.e., 44.41% believed location of the event was essential and 38.46% believed pricing of the tickets was essential.

Inferential Statistics

Summary Statistics

Under summary statistics mean, standard deviation, skewness and kurtosis are reported. 286 respondents are taken for observation. Mean and standard deviation represent the scatter plot of the dataset. Skewness and kurtosis measures are used to describe shape characteristics of a distribution (Joanes & Gill, 1998). Our study showed mean = 2.79 to 3.86, standard deviation = 0.63 to 1.63. Similarly, skewness and kurtosis were in range of -3 to +3 and - 2 to +2 respectively. Hence, the dataset has no concern on normality distribution.

Exploratory Factor Analysis (EFA)

EFA is a tool for investigating the relations among observed variables and a small number of underlying factors (Hadi, Abdullah, & Sentosa, 2016). KMO and Bartlett's test are performed to measure the considerable correlation in data and the result must be greater than 0.5 and less than 0.05 respectively. AS (Ul Hadia et al. 2016) our result showed the dataset are acceptable at middling level and correlated as KMO = 0.759 and Bartlett's test = 0.000. Hence, the dataset has considerable correlation and have average relationship.

Common method bias

Common method bias is one in which a majority of the variance can be explained by a single factor (Gaskin, 2021). This study used statistical and procedural controls to identify and identify technique bias. Procedural methods were used to choose questionnaires from several sources in order to prevent biases stemming from a single source. (Devkota et al., 2021). Harman's single factor test is used in which the variance should be less than 50% to be bias free (Harman, 1960). Our study showed 27.493% of cumulative variance for single factor which present the dataset as biasness. Hence, there is no issue on common method bias.

Confirmatory Factor Analysis (CFA)

CFA is carried out to minimize difference between the estimated and observed matrices (Schreiber, Stage, King, Nora, & Barlow, 2006).In model fit structure, seven indicators; CMIN/DF, GFI, RMR, IFI, TLI, CFI, RMSEA are evaluated with their criteria (Ul Hadia et al. 2016). Table 3 showed that, the SEM model values are all under the acceptable value or criteria of indicators. Hence, the data are fit in the model.

Table 3: Summary of the measurement model fit indices.

Index	SEM Model Value	Acceptable Value	Status
X2	289		
X^2/df (CMIN/DF)	1.273	<3	Acceptable
P-Value	0.0000	≤ 0.05	Acceptable
GFI	0.971	≥ 0.80	Acceptable
RMR	0.080	<0.08	Acceptable
IFI (NFI)	0.991	≥ 0.90	Acceptable
TLI (NNFI)	0.988	Close to 1	Acceptable
CFI	0.991	≥ 90	Acceptable
RMSEA	0.028	$\leq .08$	Acceptable

Measurement Model

In this section, reliability and validity of instrument and data are measured by observing Cronbach alpha, CR, AVE, MSV. Voorhees et al., (2016) validity interpret the attribute of outcome of the test. (Bertsch, 2012) convergent and discriminant validity are constructed to test validity with the requirements: AVE>0.50 (Khadayat et al., 2024), CR>0.70 (Awale et al., 23), CR>AVE and AVE>MSV, √AVE>r. The minimum value for Cronbach alpha, CR, AVE, MSV from our result are: 0.785, 0.791, 0.523, and 0.025 respectively. From table 4 and table 5 our result matched with the validity criteria, so, the dataset is reliable and valid. Hence, the dataset has no validity concern.

Table 4: Reliability and Validity

Construct	Indicator	CROANBACH ALPHA	CR	AVE	MSV
Cognitive Engagement	CEN	0.841	0.791	0.560	0.005
Affective Engagement	AEN	0.785	0.841	0.571	0.025
Perception towards Event management	PEMA	0.808	0.811	0.523	0.025

Table 5: Latent Construct Correlation

SEM correlations

	CEN	AEN	PEMA
CEN	0.749		
AEN	0.014	0.755	
PEMA	-0.071	-0.158	0.723

Test of Hypothesis

Hypothesis is a general proposition about all aspects of a certain nature (Harris, 2014). It is tested under significance level which must be less than 0.05 (Basnet et al., 2024) (. Figure 3 shows the path coefficient and Table 6 shows the hypothesis table. From the hypothesis table, it is clear that hypothesis 1 (H01) has significant relationship between its variable as p-value=0.015. So, the first hypothesis was rejected. Similarly, second hypothesis has the insignificant relationship. So, the second hypothesis was accepted.
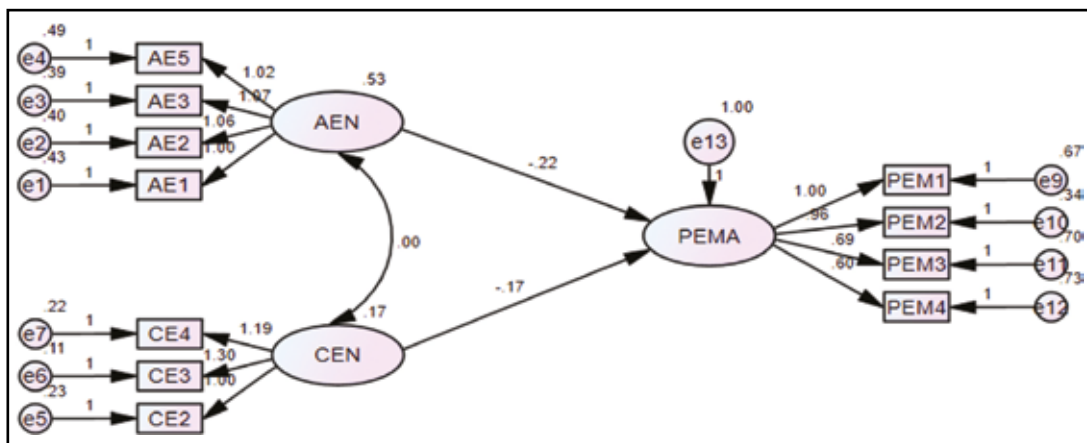
Figure 3: Structural model of path analysis

Table 6: Hypothesis Testing

Hypothesis		P-value	Significant/Insignificant
H01: Affective engagement →	Perception towards Event	.015	Significant
management			
H02: Cognitive engagement →	Perception towards Event	.285	Insignificant
management			

Discussion

Research have found that people considered event success when they have authentic experience and relationships with image, value, satisfaction and identity (Lin & Lee, 2020). Our result reveals that maximum numbers of respondents belong to the age group of 21-30 which shows that most of the youths are attracted to the attending different kinds of events such as trade shows, conference, musical concerts and festivals. Similar study conducted by Hermann et al. (2020) found that age group of 21-30 were more attending in events such as festivals, wedding, tradeshows etc. It shows that youth in Nepal and South Africa are attracted to events. In the study the level of education of the respondent is remarkable with majority of the respondent have been doing their bachelors level education which is quite different to the study conducted by Hermann et al.(2020).

On the basis of profession, this study shows that students group mostly and then employees are more attractive to events such as festivals, music concerts, trade shows and conference where in the other hand study conducted by Hermann et al. (2020) in South Africa showed that academic professionals such as lawyers, doctors were to attend festive events then followed by directors and managers. This shows that working people tend to spend more in events in foreign countries and in Nepal scenario is different because majority of the respondents were students studying in Nepal whom are full time students and they don't have their professional life started.

This study clearly shows that facebook is the most dominant social media used to share about the event by the attendees. Most of respondents have claimed to share information about the event through their facebook account and followed by instagram. Similar study by Hermann et al.(2020) in the study conducted on attendees of beer festival in South Africa revealed that 90% of the attendees share information about the event through Facebook. This shows facebook is dominant in a global scale. Study concludes that 58% of the respondents agree that they were satisfied with the services they received at the event.

Most of the respondents of the survey agreed that there are some challenges related to event management faced by attendees. Most common problem was seen on crowded people. Study by Mair and Whitford (2013) revealed that there are various challenges related to event industry in today's modern world such as Event impacts and outcomes Events and tourism, Event attendee behavior and motivations Event policy and planning, Event operations and management Event legacy, Events, culture, identity and heritage Events and human resources, Event marketing, Event types and others. Majority believed that using better use of technology can be a better managing strategy and followed by training and development of the staff could lead to better event satisfaction of the attendees.

This study revealed affective engagement have significant impact on perception of people towards event management whereas the study showed cognitive engagement doesn't have significant impact on perception towards event management. Study conducted by Hermann et al.(2020) also found similar results as affective engagement had significant relationship and other constructs were insignificant.

Conclusion

This study showed students and who were in age between 21-30 are the one who enjoy and experience the events more. Experience of the people attending the event is necessary as attendee are the main clients of the event business paper analyzes different factors such as emotions, physical amenities, uniqueness, role of marketing and advertising of events, perception of people, also socio-cultural factors that people tend to take in consideration while choosing or evaluating the management by event management companies. Wedding and festival events are attended by most of the respondents. And Facebook and Instagram are the main social media instruments to make the flow of the information related to the events. Some recommendations are listed by the researcher to overcome the challenges faced by respondents. Such as implementing the effective team management by event companies which works on supporting, communicating with and uplifting team members so they can perform to the best of their abilities and provide best facilities and services to the attendees, use of modern technologies in event as it attracts more guests, the event companies should promote emotional advertisement, modern visual audio advertisement especially capturing the emotion of events attendees.

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