Knowledge, Perception and Attitude of Event Management Marketers on using Augmented Reality As An Innovative Marketing Tool In Bangalore

Ashish Parthasarathy, Harish Unnikrishnan

Abstract: Augmented reality (AR) has been one of the most innovative and trending concepts in the current global market. This paper has been created to assess the Knowledge, Perception and Attitude of Event Management marketers on using AR as an innovative marketing tool. Event management industry is booming across Bangalore with more than 1500 small scale organizations to a number of 18 large scale event management organizations with approximately 38500 freelancers working directly in the event management domain in Bangalore. The outcome of this paper would give an insight towards developing the technology in order to tailor it to the needs of the event Marketers and enhance the visual experience of the attendees.

Event marketers are aware of an existing technology called augmented reality but majority of the event marketers do not have the knowledge or the skill to create effective campaigns using AR. Marketers in the events industry have a perception that augmented reality creates more positive impressions compared to traditional marketing campaigns. There is an evidence of their attitude that traditional marketing campaigns should be given more importance than campaigns created using AR technology.

Index Terms: Augmented Reality, Event Management, Experience, Marketing.

I. INTRODUCTION

Technological advancements are drastically increasing across the world with innovative technology being given more importance [1]. The world is moving in a fast pace with consumers purchasing products which are technologically upgraded is a very common sight. Technology is one of the key components while influencing a consumer purchase decision. There are various researches done to make the technology easily accessible. Augmented reality is a tool used across a wide range of sectors like Medicine, Engineering, Education, Hospitality, Etc.. One of the researches reveal that by using technology, it creates a wow moment and also influences on the probability of the consumer liking the product or service which might further create a sense of loyalty in the future [2][3]. The unpredictable growth or decline in the event industry gives ample opportunity for marketers to amend the technological component used in the Event Management Industry. Creating positive experiences across all demographics is one of the vital tasks of the event curators. With the Evolution of technological trends and advancements, it is challenging for a dynamic industry like Events to constantly upgrade their skill based on the fluctuations in the industry.

II. LITERATURE REVIEW

A. Event Management:

Event management includes various formats of events with both organization of a formal event or an informal event. Managing an Event Organization comprises of tasks which includes Planning, Organizing, Leading, Staffing and controlling a particular event format as customized by the client. Industry across the country has distinguished itself with various experiences which are illustrated to the attendees. Events Sector has been catering to various sectors across the globe by providing and facilitating products and services to organize an event of diverse occasions.

Events are emerging to be critical for Organizations as an instrument of marketing communication. Event management being an inter-disciplinary task field, addressed in the most diverse fields in practice and in research establishments. [4]

B. Augmented Reality

Augmented reality is the incorporation of real world and the virtual world with the purpose of providing additional input about a particular task; it also serves as an additional tool to illustrate and assist in real time graphical representation of an object. In simple terms, integrating digital information with the user’s environment in real time is AR. The term Augmented reality was coined by Tom Caudell at Boeing in the year 1990 when he was asked to improvise expensive marking devices for workers who worked on the floor [5]. AR Comprises of vital characteristics such as Mixing and synchronizing real world and virtual objects with each other and also exhibiting a highly interactive platform which runs on three dimensional in real time [6].

AR improvises the user’s insight and interaction on to the real world. The virtual objects showcase information which the user will be unable to notice with their own ability/ Sense. Detailing to an extent, the information transmitted by the virtual objects assists the user to perform application based tasks. Explicit examples of AR are the intelligence amplification which uses the computer as a tool to make tasks easier for a human to perform [7].
Innovation and technology has made it possible for reducing the physical size of various processors and components of tech-driven gadgets vis-à-vis the efficiency created with respect to mobility has drastically improvised. A vital part of information technology, image processing and resources being accessible has improvised on the use of technology by common man [8]. Technology is getting more sophisticated and faster with graphical imaging getting more accurate and more detailed [9]. AR industry is expected to reach 692 Billion Dollars by 2025 and the concept could potentially expand from the basic entertainment to other applications [10].

C. AR and Marketing:

Online marketing with AR is a trend followed by marketers across the globe. Majority of the techniques includes the user to switch on a web camera through a computer or through a smart device such as cell phone or a digital tabloid. AR provides solution to clients who are looking for options with respect to décor and thematic setup; this would give the clients more insights on the setup rather than the traditional pictorial representation chart or digital presentations.

D. Augmented Reality and Experiences:

Successful event organizations are remembered for the curated experiences by the event management organizations. It takes a team of collaborators, innovators and engineers with an understanding of human psyche to provide live event and branded experiences which are both engaging and compelling. Virtual reality and augmented reality are changing the way consumer experience the world around them. AR is facilitating the marketing industry through filters, targeted and position-based experiences. Various organizations provide projection mapping by infusing AR to enable multiple surfaces come to life by exposing a plethora of information and opportunity for story boarding. Niche Event management organizations also provide attendees by altering their visual perception through infusing and projecting directly into the participant’s eye for a more natural augmented experience. Tools like AR act as a catalyst in the way attendees interact with live event experiences, providing engaging content, storyline and media [11][12]

III. METHODOLOGY

The sampling has been a stratified random sampling where the sample size has been calculated as 383 with a marginal error of 5% and the data has been collected across Marketers working in registered event management organizations in Bangalore. The data collection was processed completely on a digital platform with the responses recorded on Google forms. Questionnaire was developed with variables in Knowledge, Perception and Attitude. Cronbach’s alpha was calculated and the alpha value 0.63 validates the questionnaire. In order to analyze the variances, one way Anova was conducted. Standard deviation was also used in order to determine the deviation of the responses. Statistical tools such as SPSS and Microsoft Excel were used.

IV. DATA INTERPRETATION & RESULTS

A. Awareness of a technology called Augmented Technology.

H₀: Event Marketers are not aware of an existing technology called Augmented Reality

H₁: Event Marketers are aware of an existing technology called Augmented Reality

The p value is lesser than the α value (0.05), Therefore, null hypothesis is rejected and it proves that there is a significant difference among the group with respect to event marketers being aware of an existing technology called Augmented Reality. The Table (i) Depicts that out of the 383 respondents, 68% of them are extremely aware of an existing technology called Augmented Reality.
With the inference from Table (i) and Figure 1, it is evident that majority of event management marketers are aware of the existence of technology and there are very less number of marketers who are not aware of the technology.

**B. Familiarity of using AR as a Marketing tool:**

- **H₀**: Event Marketers are not familiar in using AR Technology as a marketing tool.
- **H₁**: Event Marketers are familiar in Using AR Technology as a marketing tool

The p value is lesser than the α value (0.05), It is inferred that there is a significant difference among the group with respect to event marketers having a perception that Augmented Reality would be the Next-Gen technology in the Event Management Marketing Domain. According to Table (iii), 54.3% of the respondents Strongly Agree and 34% of the respondents Agree that augmented reality would play a vital part in the Event Management Marketing Domain in the Future. There are considerably less number of Marketers disagreeing to the fact that AR would play a pivotal role in the marketing domain.

**C. Augmented reality is a Next-Gen technology in the Event Management Marketing Domain.**

- **H₀**: Event Marketers do not perceive that AR is a Next-Gen Technology in the Event Management Marketing Domain
- **H₁**: Augmented reality is not a Next Gen Technology in the Event Management Marketing Domain

The p value is lesser than the α value (0.05), It is inferred that there is a significant difference among the group with respect to event marketers having a perception that Augmented Reality would be the Next-Gen technology in the Event Management Marketing Domain.
Knowledge, Perception and Attitude of Event Management Marketers on using Augmented Reality As An Innovative Marketing Tool In Bangalore

The p value is lesser than the α value (0.05). Since null hypothesis is rejected, it is inferred that there is a significant difference among the group with respect to event marketers finding it difficult to create event marketing campaigns using AR Technology.

According to table (iv) 45% of the marketers find it very difficult and 34.46% of the marketers find it difficult to market their event using AR. There are very less number of marketers who find it Easy (6%) and 5.22% of the respondents find it very easy to use AR and create a campaign for the event.

**Table v**

<table>
<thead>
<tr>
<th>Groups</th>
<th>Count</th>
<th>Sum</th>
<th>Average</th>
<th>Variance</th>
<th>S.D</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>383</td>
<td>82</td>
<td>0.214099</td>
<td>0.168701</td>
<td>0.002957</td>
<td>21.409917</td>
</tr>
<tr>
<td>Agree</td>
<td>383</td>
<td>169</td>
<td>0.441253</td>
<td>0.247194</td>
<td>0.001463</td>
<td>44.125364</td>
</tr>
<tr>
<td>Neutral</td>
<td>383</td>
<td>72</td>
<td>0.187999</td>
<td>0.153040</td>
<td>0.002216</td>
<td>18.799956</td>
</tr>
<tr>
<td>Disagree</td>
<td>383</td>
<td>57</td>
<td>0.096006</td>
<td>0.087502</td>
<td>0.002930</td>
<td>9.600741</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>383</td>
<td>23</td>
<td>0.060852</td>
<td>0.056594</td>
<td>0.002461</td>
<td>6.062219</td>
</tr>
</tbody>
</table>

The p value is lesser than the α value (0.05). It is inferred that there is a significant difference among the group with respect to event marketers having an attitude that Augmented reality is more effective in creating more positive impressions compared to traditional marketing techniques.

44.12% of the respondents Agree and 22.4% of the respondents strongly agree that augmented reality is more effective in creating more positive impressions compared to the traditional marketing techniques. However, 18% of the respondents are neutral. With 10% disagreeing and 6% strongly disagreeing to the thought that augmented reality is more effective compared to traditional marketing.

**F. AR-Marketing should be given more importance compared to the traditional way of marketing:**

H₀: AR-Marketing should be given more importance compared to the traditional way of marketing.

H₁: AR-Marketing should not be given more importance compared to the traditional way of marketing

The p value is lesser than the α value (0.05). The rejection of null hypothesis. It is evident that there is a significant difference among the group with respect to event marketers having an attitude that Augmented reality should not be given more importance than traditional marketing.
Table (vi) clearly indicates that majority of event marketers have an attitude that traditional marketing cannot be replaced by AR-Marketing and should be given more importance. 39.42% of the respondents Disagree and 11.48% of the marketers strongly disagree that AR – Marketing should be given more importance compared to the traditional marketing campaigns.

V. FINDINGS AND CONCLUSION:

Increasing the awareness of AR-Marketing among the event management Marketers is very essential as AR-Marketing is quite demanding in the market. Short term courses and workshops could be organized for staffs who are working in the creative or technical domain of the organization. AR has been simplified to a factor such that handy devices like cell phone could be used to create designs and curate marketing campaigns. 67% of Event marketers are extremely aware of the existence of a technology called augmented reality, whereas only 7.5% of Event Marketers are extremely familiar of using the tool for marketing. Ministries such as Skill development should setup more council such as National Skill Development Council to develop and train Marketers on technical grounds and providing them hands on experience in using AR. Technology being constantly upgraded, augmented reality has a probability of being used more commonly in the future. Demanding Augmented Reality Service could be mapped with existing organizations that outsource tech equipments by diversifying their portfolio by providing AR Experience. Entrepreneurs could also project their ideas and create products and provide service outsourcing to Event Management Organizations. Research and Development in the wearable gadgets segment could build a device which enhances easy consumer interface in terms of AR. Event marketers have an attitude that augmented reality creates more positive impressions. On the other hand, with technology being evolved drastically, Traditional marketing should always be integrated in the Event marketing campaigns.

REFERENCES


AUTHORS PROFILE

Prof. Ashish Parthasarathy has completed his MSc. Hospitality and Tourism from Welcomgroup Graduate School of Hotel Administration, Manipal University and his Bachelor of Arts in International Hospitality administration from The American Hotel and Lodging Educational Institute (AHLEI) and IGNOU. Ashish Parthasarathy has presented in three International conferences and one National Conference and is currently authoring a book on sustainable tourism. He has numerous Certifications from Google and is also a Certified Lean Six Sigma Professional – Yellow Belt. Being an active member in Young SKAL Professional (International association of travel and tourism professionals), his interests are towards Sustainable tourism and Marketing. As an Assistant Professor in the Department of Management Studies, Hospitality and Event management, He aims to guide and promote young researchers on Sustainable tourism and its practices. Prof Ashish Parthasarathy is also an active consultant in Food and beverage and Digital Marketing Platform.

Prof. Harish Unnikrishnan is an MBA Graduate from Madurai Kamaraj University. Harish was into exclusive Food and Beverage service delivery in the International chain property-Marriott, Whitefield, Bangalore. As a Food and Beverage Professional in Marriott, he focuses on quality control to enhance the departmental performance. Harish Unnikrishnan entered the Academic industry as an Assistant Professor in the Department of Management Studies, Hospitality and Event Management, PES University, Bangalore in the year 2018. Prof. Harish Unnikrishnan has various Certifications from Google and National Skill Development Program. His passion in work and leadership qualities was continuously recognized and awarded for four consecutive years as Brilliant Associate 2015, Guest Voice Champ of 2016, Executive Development Program 2016, and Executive of the year 2017. Interests in research are towards Mixology, Beverage, Brew and Wine Studies.