

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

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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].

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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 is 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 surfacing 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.

A. Demographic Study:

Gender:

Sr.	Male	%	Female	%	Transgender	%
1	307	80.1	76	19.8	0	0

Age:

Sr.	Age	Number	Percentage
1	<20	0	0
2	21-25	86	22.45%
3	26-30	241	62.92%
4	31-35	49	12.79%
5	36-40	7	1.82%

Income:

Sr.	Income	No.	Percentage
1	<10000	11	2.87%
2	10001-20000	78	20.36%
3	20001-30000	213	55.61%
4	30001-40000	67	17.49%
5	40001-50000	6	1.56%
6	50000>	8	2.08%

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

Table i

Anova: Single Factor

SUMMARY						
Groups	Count	Sum	Average	Variance	S.D	Percentage
Extremely Aware	383	259	0.67624	0.219513	0.000848	67.624021
Moderately Aware	383	34	0.088773	0.081104	0.002385	8.8772846
Somewhat Aware	383	52	0.13577	0.117644	0.002262	13.577023
Slightly Aware	383	6	0.015666	0.015461	0.002577	1.5665796
Not at all Aware	383	32	0.083551	0.076771	0.002399	8.3550914

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	111.3922	4	27.84804	272.757	0.00	2.3765867
Within Groups	195.0078	1910	0.102098			
Total	306.4	1914				

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 a technology called augmented reality, Very minimal number of respondents were slightly aware (1.5%) and there were 8.35% who were not at all aware.

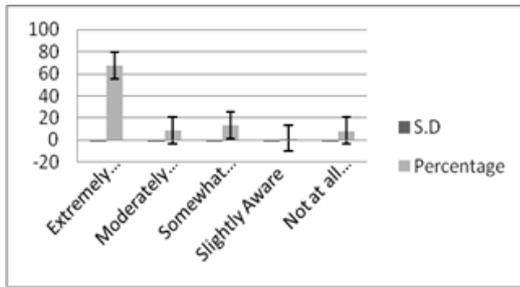


Figure 1

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

Table ii

Anova: Single Factor

SUMMARY						
Groups	Count	Sum	Average	Variance	S.D	Percentage
Extremely Familiar	383	29	0.075718	0.070168	0.00242	7.5718016
Moderately Familiar	383	61	0.159269	0.134253	0.002201	15.926893
Somewhat Familiar	383	97	0.253264	0.189616	0.001955	25.326371
Slightly Familiar	383	86	0.224543	0.174579	0.00203	22.454308
Not at all Familiar	383	110	0.287206	0.205255	0.001866	28.720627

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	10.8	4	2.6953	17.4144	0.00	2.3765867
Within Groups	296	1910	0.154774			
Total	306.4	1914				

The p value is lesser than the α value (0.05), It is inferred that there is a significant difference among the group with event marketers not being familiar in using AR as a marketing tool. According to Table (i), 7.57% of marketers are extremely familiar in using AR as a marketing tool. 29% of marketers are unaware of the technology being used in marketing.

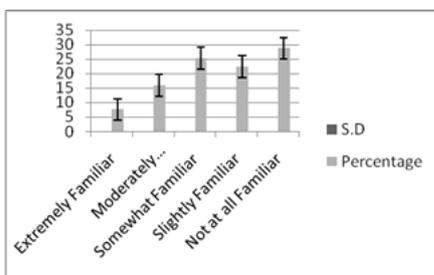


Figure 2

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. 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.

Table iii

Anova: Single Factor

SUMMARY						
Groups	Count	Sum	Average	Variance	S.D	Percentage
Strongly Agree	383	208	0.543081	0.248794	0.001196	54.308094
Agree	383	130	0.339426	0.224803	0.001729	33.942559
Neutral	383	20	0.052219	0.049622	0.002481	5.2219321
Disagree	383	13	0.033943	0.032876	0.002529	3.3942559
Strongly Disagree	383	12	0.031332	0.030429	0.002536	3.1331593

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	82.348	4	20.58695	175.4996	0.00	2.3765867
Within Groups	224.05	1910	0.117305			
Total	306.4	1914				

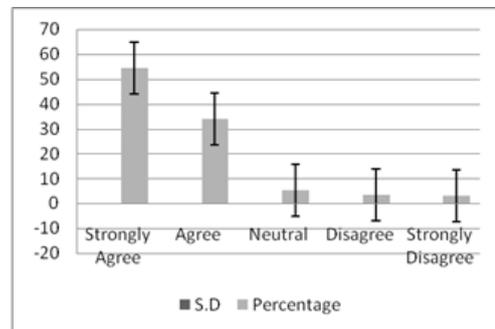


Figure 3

D. Marketer's difficulty in creating Event marketing Campaigns using AR technology.

H₀: It is not difficult to create Event Marketing Campaigns using AR Technology

H₁: It is difficult to create Event Marketing Campaigns using AR Technology

Table iv

Anova: Single Factor

SUMMARY						
Groups	Count	Sum	Average	Variance	S.D	Percentage
Strongly Agree	383	172	0.449086	0.248055	0.001442	44.9086162
Agree	383	132	0.344648	0.226457	0.001716	34.464752
Neutral	383	36	0.093995	0.085383	0.002372	9.39947781
Disagree	383	23	0.060052	0.056594	0.002461	6.00522193
Strongly Disagree	383	20	0.052219	0.049622	0.002481	5.22193211

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	51.94569191	4	12.98642	97.47946	0.00	2.37658665
Within Groups	254.4543081	1910	0.133222			
Total	306.4	1914				



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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.

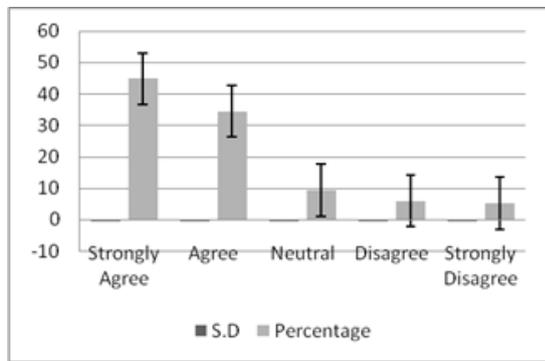


Figure 4

E. Augmented reality being effective in creating additional positive impressions compared to traditional marketing techniques.

H_0 : Augmented reality is less effective in creating additional positive impressions compared to traditional marketing techniques.

H_1 : Augmented reality is more effective in creating additional positive impressions compared to traditional marketing techniques.

Table v

Anova: Single Factor

SUMMARY						
Groups	Count	Sum	Average	Variance	S.D	Percentage
Strongly Agree	383	82	0.214099	0.168701	0.002057	21.4099217
Agree	383	169	0.441253	0.247194	0.001463	44.1253264
Neutral	383	72	0.18799	0.153049	0.002126	18.7989556
Disagree	383	37	0.096606	0.087502	0.002365	9.66057441
Strongly Disagree	383	23	0.060052	0.056594	0.002461	6.00522193

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	34.0188	4	8.5047	59.63692	0.00	2.37658665
Within Groups	272.3812	1910	0.142608			

Total 306.4 1914

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.

Traditional marketing has been used across all domains to create diverse marketing campaigns from ages. With the evolution of technology and evolution of digital era, key ideas of marketing in Events segment are to create positive impressions to the attendees.

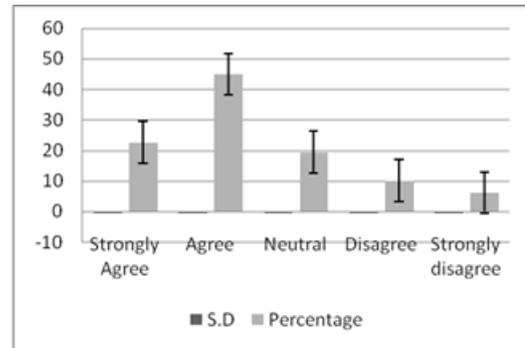


Figure 5

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:

H_0 : AR-Marketing should be given more importance compared to the traditional way of marketing.

H_1 : 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

Anova: Single Factor

SUMMARY							
Groups	Count	Sum	Average	Variance	S.D	Percentage	
Strongly Agree	383	71	0.185379	0.151409	0.002133	18.537859	
Agree	383	53	0.138381	0.119544	0.002256	13.8381201	
Neutral	383	64	0.167102	0.139543	0.00218	16.7101828	
Disagree	383	151	0.394256	0.239443	0.001586	39.4255875	
Strongly Disagree	383	44	0.114883	0.101951	0.002317	11.4882507	

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	19.17807	4	4.794517	31.88311	0.00	2.37658665
Within Groups	287.2219	1910	0.150378			

Total 306.4 1914

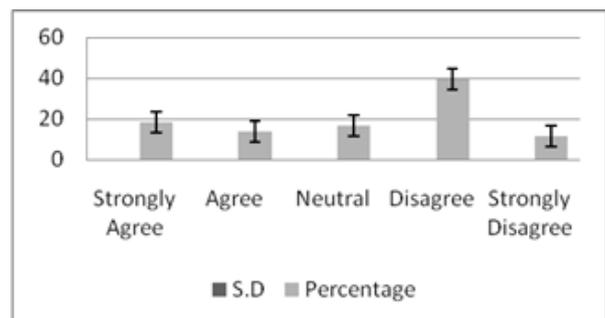


Figure 6

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.

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