A STUDY ON CONSUMER SATISFACTION TOWARDS WEDDING EVENT MANAGEMENT SERVICES IN THE STATE OF GOA

A Dissertation for

COM-651 & Dissertation

Credits:16

Submitted in partial fulfilment of Master's of Commerce Degree

(M.com) in Accounting and Finance

by

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April 2024

DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation report entitled, **"A study on consumer satisfaction towards wedding event management in the state of Goa"** is based on the results of investigations carried out by me in the commerce at the Goa Business School, Goa University under the Supervision of Sr. Prof. Y.V. Reddy and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will be not be responsible for the correctness of observations/ experimental or other findings given the dissertation.

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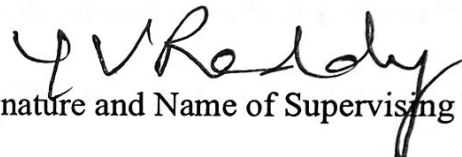Date: 30th April 2024

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COMPLETION CERTIFICATE

This is to certify that the dissertation report **"A study on consumer satisfaction towards wedding event management in the state of Goa"** is a bonafide work carried out by **Ms. Divya Sridhar Sawasheri** under my supervision in partial fulfillment of the requirements for the award of the degree of **Master of Commerce** in the Discipline commerce at the Goa Business School, Goa University.

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ACKNOWLEDGEMENT

I am deeply grateful to my dissertation guide, **Sr. Y. V. Reddy**, for his invaluable guidance, unwavering support, and scholarly mentorship throughout this journey. Dr. Reddy's expertise, dedication, and encouragement have shaped this dissertation and my academic growth.

Furthermore, I am profoundly grateful to my family and friends for their unwavering support, understanding, and encouragement during this challenging yet rewarding endeavor.

Additionally, I acknowledge the contributions of all those who have assisted me directly or indirectly, whether through insightful discussions, encouragement, or practical support, in the completion of this dissertation.

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ABBREVIATIONS USED

Entity	Abbreviation
Consumer expectations	CE/CET
Price	P
Consumer Value Package	CVP/CVPK
Intangible Service Quality	ISQ
Overall Perceived Quality	OPQ/OPQT
Consumer Satisfaction	CS/CST
purchase intention	PI
Repurchase intention	RI

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ABSTRACT

The events sector is expanding annually, with a rising number of events and a growing societal impact. Ensuring consumer satisfaction is crucial for event success and remains a primary goal for event planners. The study seeks to investigate the primary factors that consumers prioritize when engaging with or utilizing wedding event management services in Goa. The data was collected from 402 responses using a structured questionnaire, snowball sample, and convenience sampling technique. The data was analyzed by SEM (structural equation modeling) with Smart PLS. The study aimed to identify the key factors that influence consumer satisfaction with purchase and repurchase intention on wedding event management services in the state of Goa. The findings of objactive one attendees showed that factors like CE (Consumer expectation), CVP (consumer value package), OPQ (overall pursued quality), CS (consumer satisfaction), and PI (purchase intention), positively influence consumers' intention to purchase wedding event management services in the state of Goa. The finding of objective two utilized consumer shows that factors like CE (consumer expectation) P (price), CVPK (consumer value package), ISQ (Intangible Service Quality), CS (consumer satisfaction), and RP (repurchases intention) are positively influencing consumers satisfaction to repurchase intention. However, factors like OPQ (overall perceived quality) had a negative impact. Thus the study concluded that providing more services properly can increase consumer satisfaction and give event management companies a competitive advantage. Understanding the importance of service quality and the needs of the consumers can help the event management company.

Keywords: Wedding event management services, event management services, purchase intention, repurchase intention, consumer satisfaction.

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

Events are very important in our culture now, possibly more than in the past. These days, governments encourage and fund events as part of their plans for economic growth, nation-building, and marketing of travel destinations (Tatjana Pivac, 2011). Also, the event industry significantly impacts the organization and the community in terms of the economy, society, and culture (Jago & Shaw, 1998). Through business operations and creating jobs for the local population, the industry has been recognized as a significant contribution to the economic growth of any host city (Chen et al., 2014). Events are seen as drivers of healthy society development because they foster social cohesiveness, and local economic growth, and draw tourists (Armbrecht et al., 2021). Numerous studies have attempted to explain the relationship between satisfaction among clients, service quality, and indicators of future behavioral intention. Consumer satisfaction has been the subject of substantial study. The majority of research on consumer happiness to date has concentrated on cognitive aspects, and a large portion of this has compared a perceived level of performance with some kind of benchmark norm using disconfirmation frameworks (Yu & Dean, 2001). Many benefits arise from higher consumer satisfaction since happy consumers are less price-sensitive, more likely to make further purchases, and more likely to remain loyal (Hansemark & Albinsson, 2004). However, after the COVID-19 pandemic, consumer satisfaction with event management services has taken center stage. Live events and major venues have undergone substantial changes to guarantee attendance safety and well-being. Many studies highlight the vital role that complete methods have in reducing the dangers of viral transmission, with a focus on efficient communication, strict safety regulations, and careful management measures. This has led to a deeper look at the elements that influence consumer satisfaction in this changing market

(Drury et al., 2021). The term "event" is derived from the Latin word "eventus," originally used to denote significant and extraordinary occurrences. On the other hand, the term "management" finds its roots in the Latin word "manidiare," derived from the Latin word "manus." Management involves the coordination of a group of individuals to achieve a specific objective. The process of coordinating and organizing an event is known as event management. Essentially, event management is a skill that can be developed through practice and innate abilities. In contemporary times, event management has evolved into a subject taught at various academic institutions, including colleges. Presently, events encompass a diverse array of activities such as social gatherings, business conferences, sports competitions, exhibitions, and live performances (Kazemi et al., 2015). The event management sector has become one of the fastest-growing in India, making a substantial contribution to the country's economic expansion and growth. A widely favored emerging India is a popular place for event management, with substantial ability to join them. Because of the variety of cultural heritage, plenty of natural resources, and biodiversity, it aids in drawing in overseas tourists to plan the occasion and travel to the nation. Over the last ten years, the Indian event management sector experienced a significant transformation in the past, it was regarded as a management business. catering and wedding decorations, however, these days it has been reinterpreted and a company that attends to each "happening," whether in a public or private setting. Nowadays, people desire every occasion to be carried out largely, hence all activities require management, whether it's private parties, public gatherings, or any other unique occasion. The Indian industry with the quickest rate of growth is event management. According to the statistics, the Indian economy has grown significantly about the size of the event management sector. Experts believe that, given its considerable growth, we are only at the beginning of a new era. According to projections, the business is predicted to surpass Rs 10,000 crore by 2020–21. From 2016 to 2017, the industry increased at a compound annual growth rate (CAGR) of 16%, or Rs 5,631 crore (Armbrecht,

2021; Michopoulou & Giuliano, 2018). Delves into the complex relationship between event quality, participant pleasure, and emotional experiences in the context of amateur sporting activities identifying the underlying elements that impact the behavioral intentions of attendees. Many emotional characteristics, such as absorption, enjoyment, and hedonic features, influence participants' overall event experiences. Effective strategic planning is essential to achieving success in the fast-paced and dynamic world of event services. The job of event planners is to organize a variety of events that draw tourists and make a substantial impact on the local economy and reputation. Given the intricate interactions between social, professional, and governmental events, it is critical to comprehend the subtleties of consumer preferences and pleasure (Pegg & Xu, 2011). A concept of value equity is a notion that becomes important when discussing event tourism since it plays a significant role in influencing consumer happiness and perceptions. Scholars have emphasized that this idea is important because it strikes a delicate balance between what clients get and what they must give up. This balance includes factors like convenience, pricing, and quality of service (Rust et al., 2004). It is estimated that the Indonesian wedding business will grow steadily, with a projected 20–30% increase in 2020. This pattern is consistent with the nation's significant interest in holding wedding receptions. The Association of Wedding Organizing Companies (Hastana) General Chairman, Gandi Priapratama, stated that the cost of arranging a wedding celebration nowadays usually reaches hundreds of millions of rupees per event, and for the wealthy, it may even approach billions of rupees. Around seventy to eighty percent of the reception budget is usually set up for catering or food costs (Samoedra et al., 2021). Indian weddings are fascinating, luxurious events that are frequently referred to as "Big Fat Indian weddings." In India, there are over 2,000 luxurious weddings held each year. The price of a luxury wedding might range from a few lakhs to five crore rupees (Patel & Bhatt, 2013). The Indian wedding market is expected to be worth an astounding € 34.5 billion, according to the most recent

analyst forecasts, and it is expected to expand by 20–25 percent annually. Over the next 20 years, there is a 300 percent increase in India's per capita income predicted. India's wedding market is expected to experience unprecedented growth in the next five to ten years, with half of the country's population under 29 (Stanislas Dembinski, 2015). Due to several socio-cultural variances and smaller guest counts, international weddings could not be as lucrative as Indian weddings. The event management industry in India is a burgeoning and seasonal one (Parappagoudar & Ramanjaneyalu, 2018). Goa, a state with a diverse population, celebrates several festivals and events very passionately. Thousands of residents and tourists attend the majority of them each year. During the events, there will be amazing DJs, alcoholic beverages, fireworks, delicious food, music, and dancing. In Goa, there's always cause for celebration. Every occasion transforms into a celebration at some point. That also brings in business for these event coordinators. In Goa, we receive a lot of business, particularly during the all-season. Nowadays, Goa is well-known as a wedding destination with beautiful weather, and an abundance of greenery.

1.2 BACKGROUND

After the implementation of economic liberalization in the 1990s, the event management industry in Asia experienced substantial growth, reaching its peak in the early 2000s. Subsequently, it has maintained a consistent growth rate of 16% CAGR and is projected to increase to 20% shortly. The remarkable expansion of the sector is primarily attributed to its ability to adapt and flourish by incorporating innovative technologies. The growth of event management in India is being driven by factors such as digital activation, sports leagues, rural development, and increased government promotional initiatives. The surge in the event sector can be attributed to the rising popularity of reality TV, encompassing singing and dance competitions, as well as reality shows. Leading event management firms in India include DNA Networks, Cox and Kings, Wizcraft, and Cineyug Entertainment (Khadse, 2020).

The industry that is expanding faster is the event management industry which has seen tremendous growth and expansion in recent years. The interesting field of event management frequently organizes major concerts and events that bring in a significant amount of money. In India, private celebrations like weddings have become more socially significant and need to be managed by professionals (Parveen & Meeran, 2019). In the last thirty years, there has been notable growth in the event management industry, leading to challenges in comprehensively addressing all facets of events and event management. While some businesses within this expanding sector have established effective management practices and organizational frameworks, an examination of the event industry as a whole reveals a complex landscape. The International Special Events Society (ISES) asserts that despite the existing convoluted structure, the event industry remains among the rapidly expanding sectors globally, with advancements primarily attributed to process enhancements and traditional economics economic principles in Western nations (Kazemi et al., 2015).

1.3 AIM AND OBJECTIVES

Investigate dynamics of consumer purchase and satisfaction with event management services in Goa State. Understand determinants influencing consumer intention to purchase event management services. Examine factors influencing purchase intention, repurchase intention, and the relationship between purchase intention, repurchase intention, and consumer satisfaction.

1. To identify and analyze the factors influencing consumer satisfaction on purchase intention who have attended the service.

2. To identify and analyze the factors influencing consumer satisfaction on repurchase intention who have utilized the service.

1.4 HYPOTHESIS AND RESEARCH QUESTION

1.4.1 HYPOTHESIS (ATTENDED)

H1 There is a significant impact of consumer expectation on consumer satisfaction.

H2 There is a significant impact of consumer value package on consumer satisfaction.

H3 There is a significant impact of overall perceived quality on consumer satisfaction.

H4 There is a significant impact of consumer satisfaction impact on purchase intention.

1.4.2 HYPOTHESIS (UTILIZED)

H5 There is a significant impact of consumer expectations on consumer satisfaction.

H6 There is a significant impact of price on consumer satisfaction.

H7 There is a significant impact of consumer value package on consumer satisfaction.

H8 There is a significant impact of intangible service quality on consumer satisfaction.

H9 There is a significant impact of overall perceived quality on consumer satisfaction.

H10 There is a significant impact of consumer satisfaction impact on repurchase intention.

1.4.3 RESEARCH QUESTIONS

1. "What are the factors that influence consumer satisfaction on purchase intention who have attended the service?"

2. "What are the factors that influence consumer satisfaction on repurchase intention who have utilized the service?"

1.5 RESEARCH GAP

The first part of the literature review deals with the research gap, which is assessed by examining the publication year spanning from 1981- 2023, the number of authors involved, and the countries where the studies were conducted. Prior research indicates that numerous studies have been conducted both in India and internationally. However, there has been a notable absence of research conducted in the region of Goa concerning consumer satisfaction

with wedding event management services. Thus, the current study aims to address this gap in the literature. Secondly, the study aims to investigate the influence of different factors that consumers took into consideration while purchasing and repurchasing event management services who have been utilized as well as attended. Factors such as consumer expectation, price, consumer value packages, intangible service quality, overall perceived quality, and consumer satisfaction have been identified as crucial aspects of event management services that promote consumer satisfaction.

1.6 SCOPE OF THE STUDY

Event management companies play an important role in planning, organizing, and executing events of all sizes, from small birthday parties to large-scale corporate conferences, weddings, and festivals. Event management firms cover a wide range of tasks and can be involved in any part of an event, such as venue selection and booking.

In Goa, there is a wide range and expansion of event management firms. Due to the state's popularity as a travel destination for both domestic and foreign visitors, there is an increasing need for event management services. A multitude of services are provided by Goa-based event management companies, such as venue selection and booking, accommodation and transportation arrangements, catering and beverage services, entertainment and activities, marketing and promotion, and on-site coordination and management, these services are required for a range of occasions, such as weddings, corporate events, conferences and seminars, product launches, festivals, and concerts.

Goa is becoming a more popular location for MICE (meetings, incentives, conferences, and exhibitions) tourism, which is helping the state's event management sector. Goa's event management businesses are in a good position to benefit from the rise of the MICE (meeting and incentive travel) sector of the travel industry. The event management companies in Goa have a promising future. It is anticipated that the state will draw visitors and businesses going

forward, which will increase demand for event management services. There are plenty of opportunities for event management companies in this dynamic and expanding industry.

1.7 CHAPTERISATION SCHEME

The whole study is explained in 4 chapters

Chapter 1: In this chapter, there will be an introduction, background, research question, hypothesis, research gap, scope, model development (utilized), model development(attended)

Chapter 2: Literature Review, factors influencing consumer satisfaction towards purchase intention and repurchase intention.

Chapter 3: Chapter three deals with research methodology where we conducted a questionnaire through Google form by Using a 5-point Likert -scale where respondents were asked to rate the extent (1- strongly disagree to 5- strongly agree). My questionnaire was divided into three sections where first section is demographic profile as well as additional information, the second section is factors influencing consumer satisfaction towards purchase intention for wedding event management services for attended, and the third section factors influencing consumer satisfaction towards repurchase intention for wedding event management services for utilized.

Chapter 4: This chapter deals with analysis and conclusions, measurement model descriptive statistics of measurement item, summary, finding, theoretical implication, managerial implication, discussion and conclusion, limitations, scope of future study, and suggestion.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION LITERATURE REVIEW

This present study focuses on the literature on a study of consumer satisfaction towards wedding event management services in Goa. In this present research, research papers were referred to between 1981 to 2023 years. These papers were gathered after an in-depth examination using several databases which include Taylor & Francis, research Gate, Science Direct, Scopus, and some other papers and the review included in this paper is both Indian as well as international papers. The paper draws on a survey of event attendees in India to identify the most important factors influencing consumer satisfaction.

2.2 FACTORS INFLUENCING CONSUMER SATISFACTION TOWARDS PURCHASE INTENTION AND REPURCHASE INTENTION

2.2.1 CONSUMER EXPECTATION

Consumer expectations play a crucial factor in influencing decisions of re-purchase decisions and post-purchase satisfaction (Krishnamurthy & Kumar, 2015). Various types of expectations exist, with one closely aligning with the mathematical definition, representing the average anticipated quality derived from all available information. This particular expectation is commonly utilized by both consumers and researchers. Consumer expectations pertain to the anticipated development of a product or service over time, encompassing any necessary adjustments to accommodate new business or usage contexts ("A Study on the Analysis of Customer Opinion on Freight Forwarding," 2021). The initial expectation of service will be broadly distributed in the case of a lack of information. In reality, though, consumers get their knowledge from a variety of sources, which influences how they will feel about a particular company in the future when they need services. These sources include referrals from friends and family, professional assessments, public relations, and company-owned channels of

communication like pricing, personal selling, and advertisements. These expectations are also influenced by exposure to rival services (Al-Msallam & Almsalam, 2014).

It is commonly recognized that expectations refer to the probabilities, as perceived by the consumer, of specific favorable or unfavorable outcomes resulting from their actions (V. A. Zeithaml et al., 1993). When individuals are making a specific purchasing decision, expectations refer to the perceived ability of various services and suppliers to fulfill a range of both clear and indirect objectives (Sheth, 1973). It is essential to recognize that when a product or service aligns with a client's expectations, it is more likely to collect their preference in the future. This concept is included in the popular quote, "If a buyer expects a lower quality and receives it, their affinity for the brand will diminish." Given the substantial influence of client expectations on future purchasing behavior, it is crucial to take them into account when evaluating consumer satisfaction (Boulding et al., 1993). After a purchase is made, feedback from a consumer is gathered and analyzed in comparison to their initial expectations to determine their level of satisfaction. Consumer contentment is assessed by measuring how well the performance standards of the purchased products or services meet the needs and preferences of the consumer. A contented consumer is identified by their perception of the products or services as valuable and their likelihood to make repeat purchases. Conversely, an unsatisfied consumer may discourage potential consumers from choosing the same brand, potentially prompting them to switch to other brands (Zhao et al., 2021).

2.2.2 PRICE

One of the primary elements influencing a consumer's decision to purchase a good or service is price, which is the nominal value of money calculated for a good or service for the amount of money exchanged by consumers to gain the benefits they will receive after making payment (Samoedra et al., 2021). Price is characterized as the value or cost that an individual foregoes or relinquishes in exchange for acquiring a product or service" (Bei & Chiao, 2001).

The price refers to the overall financial value that consumers pay in exchange for the benefits derived from a product or service being offered or utilized. consumers' purchasing decisions can be significantly impacted by their perceptions of the pricing strategy associated with a particular service or product (Yau et al., 2012). Pricing is thought to have a major impact on consumer purchasing behavior since fewer units are sold at higher prices for services. In contrast, it is believed that services that are sold for less than the going rate will do so in larger quantities (Mohammed et al., 2020). The researchers in this study have chosen to focus on service pricing as it is perceived as the primary factor that directly influences revenue generation and serves as a key indicator of the success or failure of a product or service (Mohsin et al., 2021). Several studies have shown that pricing significantly influences and is pertinent to consumer buying behavior (Huo et al., 2020). In the analysis of how pricing influences consumer buying habits, it is evident that price stands out as the predominant determinant (Jabarzare & Rasti-Barzoki, 2020). Similarly, consumers are likely to enhance their buying behavior significantly when prices are lowered within a particular market. However, the influence of service costs plays a more substantial role in shaping a consumer's decision-making process (Abbas et al., 2021; Suroso et al., 2021). In a competitive market environment, establishing elevated pricing strategies may lead to a lasting decline in consumer retention (Yau et al., 2012). Allocating a larger budget can improve the overall quality of a wedding. As a result, the price of a wedding greatly influences its overall quality (Parappagoudar & Ramanjaneyalu, 2018). Lower prices are commonly linked with increased consumer satisfaction as they allow consumers, particularly those who are sensitive to pricing, to perceive a greater value for their expenditure (Parmar et al., 2022).

2.2.3 CONSUMER VALUE PACKAGE

Various additional factors will also influence the assessment of the overall consumer experience; these elements collectively form what is known as the "consumer value

package"(C.-Y. Chang, 2007). The consumer value package serves as a valuable tool for understanding consumer priorities once they have been identified (C.-Y. Chang, 2007). Various evaluations were considered due to the absence of a predefined consumer value package focused on significant events. Therefore, the creation of an applied "consumer value package" suitable for events, particularly mega-events, necessitates an exploration of the components of models utilized in the events industry and related sectors to understand consumer experiences and satisfaction, as outlined in the literature (Kaplanidou et al., 2013). Consumers are likely to experience higher levels of satisfaction when they perceive that they are receiving a superior offering in comparison to the price they have paid. This perception of value, commonly referred to as value for money, holds considerable importance. Even in instances where the product is tangible, intangible elements such as physical infrastructure, employee presentation, service quality, and other consumer amenities play a crucial role in shaping the overall visitor experience (Panda & Das, 2014).

2.2.4 INTANGIBLE SERVICE QUALITY

Intangible Service quality is defined as how well a service meets consumer expectations about its performance. Service providers who deliver high-quality services meet the needs of their consumers (Parappagoudar & Ramanjaneyalu, 2018). Intangibility is a key characteristic of services. Services cannot be seen, touched, or felt like physical products. This intangible nature of services makes them unique and challenging to market and evaluate (Wolak et al., 1998). The intangible elements of the relationship between staff and clients exert a notable impact, which can be either beneficial or detrimental, on the delivery of high-quality services (Johnston, 1995). The concept of perceived benefit, also known as intangible service quality, arises from the dynamic interaction between actions and reactions (Perić et al., 2023). Scholars have determined that the concept of intangibility is a prominent and significant topic in service literature due to its potential to induce feelings of managing risk and doubt among consumers,

thereby impacting their perceptions of services. In a Web-based service encounter, there may be no direct interactions between service providers and consumers. Consequently, the concept of intangibility becomes particularly crucial in the consumer services sector, presenting significant implications for service providers in terms of management (Moon, 2013). The level of service differs from product quality since it is simultaneous and intangible. To assess the quality of a service, consumers are usually asked to participate directly in the process and to provide feedback after receiving the service. Intangible service quality must ultimately come from knowing what consumers need and using that knowledge to influence their decisions (Samoedra et al., 2021). One of the fundamental characteristics of services is intangible service quality (Wolak et al., 1998). The argument posits that the quality of service is notably influenced by the intangible aspects of the interaction between staff and clients, exerting both positive and negative effects on quality service (Johnston, 1995). Event services consist of a diverse range of elements that may vary in nature, as the achievement of service excellence within the event sector is based on both tangible and intangible factors (Jones et al., 2004). The concept of intangibility has traditionally been highlighted in the services literature as a key differentiator between services and goods. However, it is noted that both tangible and intangible elements often play a role in the development and utilization of services. According to the authors, individuals with a higher construal level tend to place greater emphasis on intangible aspects rather than tangible attributes when assessing services, as per the construal level theory (Ding & Keh, 2017). Intangible services play a vital role in the service industry as they significantly impact consumer satisfaction and their decisions regarding service utilization. Satisfied consumers tend to remain loyal to event services that meet their expectations. Consequently, the quality of service, particularly the intangible aspects, is instrumental in fostering consumer loyalty (Vujić et al., 2019).

2.2.5 OVERALL PERCEIVED QUALITY

From this perspective, the term "perceived service quality" denotes the overall assessment of consumers regarding the excellence or deficiency of an organization and its services. In general, the perceived quality of service is commonly defined as the extent and direction of the evaluation of actual service performance in comparison to consumer expectations (Ngoc Duy Phuong & Thi Dai g, 2018). Perceived quality refers to an individual's overall assessment or attitude towards the excellence of a service (Wang et al., 2023). The concept of perceived quality refers to consumers' comprehensive evaluation of the utility of services, which is influenced by their perceptions of the service they are provided with and the service they receive. Some studies in the field of marketing have sought to measure the comprehensive value that consumers derive from service by utilizing a single indicator scale known as "value for money (V. Zeithaml, 1988). Perceived quality is characterized as the subjective evaluation made by consumers, contrasting with the notion of objective quality. These perspectives on perceived quality are informed by prior research findings (V. Zeithaml, 1988). In real-world circumstances, the stages of pre-purchase, transaction, and post-purchase collectively influence the consumer's perception of quality (Woodruff, 1997). One crucial determinant impacting the likelihood of a purchase is the perceived quality of the product or service by the consumer. By cultivating loyal consumers who engage in more frequent and substantial transactions and refrain from switching to competitors, businesses can effectively deliver value to their consumer base (Rust et al., 2004). Perceived quality is a multi-dimensional entity that is shaped by the viewpoints of multiple academic fields, including manufacturing, engineering, philosophy, and marketing science. Establishing precise definitions of perceived quality qualities is therefore essential. Setting the right priorities for perceived quality is crucial to designing a new service successfully that people will find valuable and win over consumers. An alternate viewpoint that is referred to in the literature as

"Affective or Emotional Engineering" views perceived quality as the consumer's emotional response to a service. The characteristics that define the criteria and the degree of requirements that eventually define the perceived quality of the services are heavily influenced by the attributes of perceived quality (Stylidis et al., 2020). This encompasses the overall evaluation provided by consumers regarding the quality of a service. Consequently, consumers are more inclined to express an intention to engage in repeat purchases when they perceive the service to be of superior quality (Ariffin et al., 2016).

2.2.6 CONSUMER SATISFACTION

According to initial perspectives, consumer satisfaction is believed to arise from disconfirmation events that are linked to consumers' initial expectations. The concept of consumer satisfaction, in essence, pertains to the post-purchase and usage experiences of consumers with goods and services. It represents the result achieved by consumers when evaluating the advantages and drawbacks of utilizing products or services (Pollack & Alexandrov, 2013). In the literature on service marketing, the main indicator for consumer feedback has been consumer satisfaction, which is defined as the cognitive assessment that comes after a particular purchase choice (An et al., 2020). Consumer satisfaction was assessed across various aspects, including pricing, location, personal interaction, and quality of both service and products. Satisfaction can be categorized into two main types: transaction-specific satisfaction and overall satisfaction (Alan et al., 2016). Five elements, such as product pricing, service efficiency, client behavior, overall operational success, and closeness to the optimal business model, are considered key indicators of consumer satisfaction. It is believed that consumer satisfaction can impact repurchase intentions and behaviors, consequently influencing an organization's prospective financial gains and revenue (Ostrom & Iacobucci, 1995). A post-purchase evaluation of a service that indicates how much a consumer likes or

dislikes it after using it is known as satisfaction (Armbrecht & Andersson, 2020). Swan and Combs describe satisfaction as a post-purchase attitude shaped by both cognitive and affective aspects of service engagement (Giese & Cote, 2000). Experiences can lead to a cognition and affective state that is known as consumer satisfaction. It is predicted to influence the degree to which an event adds to an individual's happiness and general satisfaction, ultimately affecting their subjective well-being (Sirgy & Samli, 1995). The level of consumer satisfaction serves as a critical indicator of service quality and is utilized to evaluate an event's performance. It is imperative for maintaining operational effectiveness and gaining the trust of all consumers. The primary goal of event departmental is to fulfill consumer needs. Key strategies for delivering a memorable experience that ultimately leads to consumer satisfaction and creating a suitable environment for such gatherings (Parmar et al., 2022). When the service provided aligns with the client's expectations during the evaluation stage, they will probably experience satisfaction with the service. Favorable perceptions of service quality serve as a reliable indicator of consumer satisfaction (Lenka et al., 2009). Consumer satisfaction is believed to impact repurchase intentions and behaviors, potentially leading to increased sales and revenue for a company (Tu & ., 2013). Research indicates that consumer satisfaction can be significantly enhanced through reviews that incorporate consumer opinions and a thorough assessment of the entire consumption experience. This enhanced level of consumer loyalty is believed to positively influence their intentions to repurchase and subsequent behaviors, ultimately impacting a company's potential sales and revenue (Joewono & Kubota, 2007). A comprehensive scale incorporating various dimensions such as scenario elements, individual traits, pricing factors, product quality, and service quality is employed to measure consumer satisfaction (V. Zeithaml, 2000).

2.2.7 PURCHASE INTENTION

Purchase intention refers to the consumer's plan to buy a product or service, and it involves different stages that indicate the desire to make a purchase. These stages can be seen as signals of the consumer's interest in completing a transaction based on their intention to acquire a product or service. When a consumer is interested in making a purchase, they are looking to obtain a product or service that meets their expectations. Before purchase, a consumer evaluates their interest in the purchase. This interest is evident during the evaluation phase, where the consumer makes decisions like choosing a store to visit and determining when to make the purchase (Lutfie & Marcelino, 2020). Purchase behavior shows the desire to make a purchase (Martins et al., 2018). Purchase intention is the likelihood that a consumer will purchase a product, based on their level of interest in it (A. Kim & Ko, 2012). Before making a purchase, consumers usually engage in a process of assessing the desired product or service, conducting research, and evaluating it (Lim et al., 2016). In this study, purchase intention is considered the dependent variable, with attitude, participation level, and perceived relevance being the variables of interest. The hypothesis is that each of these study variables has a positive impact on purchase intention (Y. Kim et al., 2011). Purchase intention, which has garnered significant interest recently, is defined in this research as a consumer's tendency of consumers to purchase a particular service, specifically characterized as the willingness to remain loyal to a company's service (P. Hellier et al., 2003). Proving a positive correlation between increased equity in services and an increased desire to make a purchase, it can be inferred that the level of service equity is indicative of consumer preference. Thus, a strong preference for a particular service is likely to translate into an intention to procure or utilize that service (Cobb-Walgren et al., 2013). Companies need to ensure that a significant portion of purchase intentions result in tangible transactions, while also fostering and encouraging actual buying behavior (Ercan & Matt, 2008).

2.2.8 REPURCHASE INTENTION

Repurchase intention theory explains continued use or repurchase behavior after the initial adoption of a technology (Bhattacherjee, 2001). There is a shared concept between continuation intention and repurchase intention (Liao et al., 2007). There is a possibility that a consumer may engage in repurchases of a particular item like a service or product following their initial purchase (PEYROT & DOREN, 2005). This refers to the phenomenon in which consumers consistently purchase similar services or products from similar providers. While repurchase denotes the tangible act of buying again, repurchase intention reflects a consumer's determination to continue engaging in future transactions with the retailer or supplier (Hume et al., 2007). The level of satisfaction or dissatisfaction may be obvious in individuals' attitudes and perceptions stemming from previous service encounters, which in turn can influence their intentions to engage in future purchases (Cronin. Jr et al., 2000). Consumer loyalty, repurchase intention, and future support are interconnected concepts as they are all influenced by consumers' satisfaction, which in turn affects their likelihood to repurchase and provide ongoing support to a business. Research indicates that the most reliable indicator of loyalty is the overall level of consumer satisfaction over time (Johnson et al., 2001). Multiple studies have validated that the buying habits and likelihood of repurchases by consumers are significantly impacted by the degree of satisfaction they experience (Kumar, 2002; Mittal & Kamakura, 2001). The intention to repurchase signifies the consumer's preference to make additional purchases of particular services (P. Hellier et al., 2003). The individual's intention to engage in repeat purchase behavior involves their decision-making process regarding the repurchase of a particular service from the same provider, taking into account their present situation as well as potential future circumstances (P. K. Hellier et al., 2003).

2.3 MODEL DEVELOPMENT (ATTENDED)

In this study, the model has been developed by understanding the relationship between different aspects of event management service consumer satisfaction and purchase intention**.** consumer expectation, consumer value package, and overall perceived quality were the three main key factors that have been identified. These factors are believed to positively impact consumer satisfaction with event management services. Consumers who are then satisfied with event management services are more likely to intend to purchase event management services in the future and continue to use the services over time.
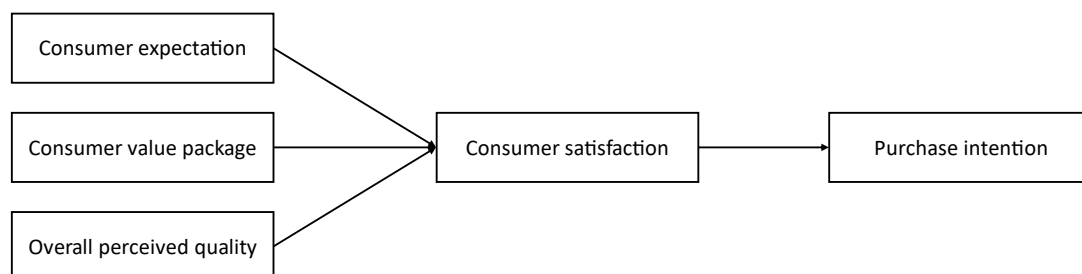
Source: (Michopoulou, 2021; Tatjana Pivac, 2011)
Figure 1

Consumer expectations are the demands or desires that the consumers have for the event. To ensure the event fulfills the client's objectives, event planners must be aware of these expectations from the outset of the planning process. The term "consumer value package" describes the whole value that a consumer believes they will derive from the event. This covers the schedule, catering, location, entertainment, and general experience of the event. Overall perceived quality refers to the client's evaluation of the degree to which the event fulfilled their expectations. Many elements, including the overall execution, food and beverage offerings, ambiance of the venue, and service quality, all affect this view and overall execution. Which future leads to consumer satisfaction and purchase intention where consumer satisfaction refers to the purchase intention. High consumer satisfaction leads to positive feedback and potentially

continuing enterprise. The degree to which attendees' requirements and expectations are satisfied both during and after an event is referred to as consumer satisfaction in the event management industry. It entails evaluating how effectively the event satisfies the needs, preferences, and general experience of the attendees. Purchase intention in the context of event management, purchase intention refers to a person's propensity or inclination to attend or take part in a certain event. It measures the likelihood that a consumer will make purchases related to the event, such as purchasing related services this refers to the likelihood of using the event management services in the future or recommending them to others. The guests who have attended any event and if they like the organization of the event will purchase the event management services in the future.

2.4 MODEL DEVELOPMENT (UTILIZED)

In this study, the model has been developed by understanding the relationship between different aspects of event management service quality consumer satisfaction, and repurchase intention. consumer expectation, price, consumer value package, intangible service quality, and overall perceived quality, were the five main key factors that have been identified. These factors are believed to positively impact consumer satisfaction with event management services. Consumers who are then satisfied with event management services are more likely to intend to repurchase event management services in the future and continue to use the services over time.

Source: (Michopoulou, 2021; Tatjana Pivac, 2011)
Figure 2

The Consumer expectation, consumers have specific expectations when they engage in event management services, and firms that successfully meet these expectations tend to earn long-term loyalty from their clients. Similar to the concept of consumer service, when a company fulfills a consumer's expectations, it becomes a preferred choice for ensuring consumer satisfaction.

Price The monetary cost or price of organizing an event. What it costs to organize an event. event pricing is critical to an event's success and revenue. An effective event pricing strategy and proper pricing will increase event success.

Consumer value package in event management, providing participants with a satisfying and unforgettable experience is the foundation of the consumer value package. Attendee satisfaction increases the likelihood that they will attend subsequent events, refer others to the event, and contribute to the event's success as a whole. Exceeding or meeting the expectations of attendees enhances the event's reputation and may result in more people attending and favorable word-of-mouth advertising.

Intangible service quality, the term "intangible service quality" in event management refers to elements of the service that are difficult to quantify or make tangible, like consumer

satisfaction, the entire experience, and the perception of the service received. In contrast to physical goods that are touchable or visible, event management services frequently include intangible components that enhance the event's overall quality.

Overall perceived quality in the context of event management, overall perceived quality, or OPQ, refers to the general evaluation and subjective assessment that participants, attendees, or other stakeholders have regarding the overall quality of an event. It includes several elements, including the planning, carrying out, presenting, ambiance, and general experience of the event. Because it directly affects an event's viability, reputation, and success, overall perceived quality is vital to event management. It includes a range of components that work together to enhance participants' entire experience and sense of satisfaction, which in turn shapes the event's significance and potential for the future.

Consumer satisfaction the general sense of fulfillment and contentment that clients feel about an event is referred to as consumer satisfaction. It includes their opinions on various topics, including how well-organized, well-run, entertaining, and well-rounded the event was overall. Because it has a direct impact on the viability and success of events, consumer happiness is crucial to event management. Consumer satisfaction is a key factor in the success of the event management team as a whole, as well as in improving attendance and reputation. Setting a high priority on consumer happiness is a calculated move that will pay off in the short and long run.

Repurchase intention, the possibility or probability that guests or clients who have attended an event in the past may decide to attend or participate in subsequent events hosted by the same event management company or organizer is known as "repurchase intention" in the event management industry. It is an indicator of how eager people or groups are to stay in touch with the event management service provider by taking part in future events. Event management firms typically concentrate on providing excellent experiences, maintaining good communication with attendees, and continuously enhancing their services based on feedback

and shifting market trends to increase repurchase intention. In the ever-evolving world of event management, establishing a solid reputation and cultivating strong client connections are essential components of guaranteeing a high repurchase intention.

CHAPTER 3: METHODOLOGY

3.1 RESEARCH METHODOLOGY

The study evaluates variables affecting consumers' satisfaction with wedding event management services. It uses a quantitative research approach to analyze consumer behavioral intention to adopt event management services. The study investigates factors impacting consumer satisfaction, purchase intention, and repurchase intention. Data was collected through a structured questionnaire on a 5-point Likert scale. The data obtained from the survey was cleaned before analysis. Jamovi Software was used for descriptive statistics. Partial Least Square Structural Equation Modeling (PLS-SEM) via SmartPLS 4 software was used to analyze the structural and measurement model. The sampling size was 402 respondents. The sampling techniques used were snowball sampling and convenience sampling.

CHAPTER 4: ANALYSIS AND CONCLUSIONS

4.1 INTRODUCTION

In this chapter, we investigate the empirical findings resulting from the data collected on consumer satisfaction towards wedding event management services in the state of Goa. The study focuses on examining the demographic characteristics of consumer perception regarding the utilization of event management services in the state of Goa. The chapter is structured into two main sectors the initial sector presents an analysis of the demographic profile of consumers using event management services in Goa. The following section offers additional insight into the event management services. The data gathered through a structured questionnaire using snowball sampling and convenience sampling techniques offer insight into the preferences and behavior of consumers from the state of Goa the chapter presents a comprehensive analysis using Structural Equation Modelling (SEM) to test the proposed models and hypotheses, providing a clear picture of determinants that derive consumers satisfaction towards event management services further this chapter deals with summary, findings, conclusion and discussion, then provides the managerial implication that the event sector should consider for the present study it also provides theoretical implication the present study has made to the existing literature. The chapter also provides the limitations and scope for future researchers.

4.2 ANALYSIS AND CONCLUSIONS

4.2.1 Demographic Profile

A total of 420 responses were collected initially and then conducted a data cleaning process. The goal of data cleaning was to enhance the reliability and consistency of the data for the investigation. Excluded responses from individuals who did not utilize event management services (which were minimal in this study). After thorough cleaning, we

validated 402 usable responses, which are summarized in Jamovi. Table 4.1, provides insights into the demographic profile of the respondents.

Table 4.1 Demographic Profile

Group	Indicator	Frequency	%
Gender	Male	181	55.00%
	Female	221	45.00%
Age	up to 20	50	12.40%
	21-30	167	41.50%
	31-40	92	22.90%
	41-50	65	16.20%
	51 and above	28	7.00%
Marital Status	Married	180	44.8 %
	Unmarried	222	55.2 %
Education	up to 10	34	8.5 %
	up to 12	86	21.4 %
	Graduation	195	48.5 %
	Post Graduation	81	21.60%
Occupation	Student	148	36.8 %
	Own business	62	15.4 %
	Employed (Govt.)	25	6.2 %
	Employed (Private)	107	26.6 %
	Unemployed	6	1.5 %
	Homemaker	54	13.4 %
Family income per month	Up to Rs. 50000	221	55.0 %
	Rs. 51000 - 1 lakh	119	29.6 %
	More than Rs. 100000 lakh- up to 250000	45	11.2 %
	Above 250000	17	4.2 %
Location	North Goa	290	72.1 %
	South Goa	112	27.9 %

Source: Author's Compilation

Based on the above table most of the respondents are female with 221 responses (55.0%) And male with 181 responses (45.0%) This suggests that a higher percentage of females are engaging with event management services compared to males. Then according to age most of the respondents lie between the age group of 21-30 years with 167 responses (33%) Then 31-40 years with 92 responses (22.90%) then 41-50 With 65 responses (16.20) % then up to 20 years 50 responses (12.40%) And 51 and above with 28 responses (7%) most of the young respondents are familiar with event management services. In terms of education, we can see that most of the respondents have completed their education which is 195 respondents (48 .5%) Then up to 12 with 86 responses (21.4%) then post-graduation 81 responses (21.60%), and up to 10 with 34 responses (8.5%). In the occupation category the data indicates that most of the respondents are students with 148 responses (36.8%) private employed are 107 responses (26.6%) own business 62 responses (15.4%) then homemakers 54 responses (13.4%) government employed 25 responses (6.2%) and unemployed are 6 responses (1.5%). Next, most of the respondent's family income per month is up to 50,000 with 221 responses (55.0%) then rupees 51,000 - 1,00,000 with 119 responses (29.6%) then rupees 1,00,000 up to 2,50,000 with 45 responses (11.2%) and about 2,50,000 with 17 responses 4.2%. In the marital status category, most of the respondents are unmarried 222 responses (55.2%), and married are180 responses (44.8%). The results further illustrate that the location of the respondents most of the respondents are from North Goa 290 responses (72.1%) and from South Goa 112 responses (29.9%).

4.2.2 ADDITIONAL INFORMATION

Table 4.2 Have you attended/utilized the event management services?

Have you attended/utilized the event management services?	Number of Respondents	%
Yes	402	96.00%
No	18	4.28%

Source: Author's Compilation

Table no. 4.2 Explore whether consumers prefer using event management services. The data illustrates that 96.00% of the responses have attended/utilized the event management services. Whereas 4.28% have not attended/utilized the event management services.

Table 4.3 Have you attended, or utilized event management services, or both?

Have you attended, or utilized event management services, or both?	Number of Respondents	%
Attended	182	45.3 %
Both	146	36.3 %
Utilized	74	18.4 %

Source: Author's Compilation

Table 4.3 provides insights into the specific services utilized by consumers through wedding event management services in Goa. The data reveals that 45.3% of respondents have attended the event. 18.4% of the respondents have utilized wedding event management services. 36.3% of the respondents have attended and utilized the wedding event management services.

4.3 FACTORS INFLUENCING CONSUMER SATISFACTION ON PURCHASE INTENTION WHO HAVE ATTENDED THE SERVICE.

4.3.1 DESCRIPTIVE STATISTICS OF MEASUREMENT ITEMS OF ATTENDED

The research items were descriptively analyzed on a 5-point Likert -scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, 5: strongly agree). Table 2 reports the descriptive analysis findings.

Table 4.4 Descriptive Statistics of Attended

Descriptives	Mean	Standard deviation
CE1	4.2	0.914
CE2	3.98	0.814
CE3	3.98	0.908
CE4	4.02	0.867
CE5	4.13	0.79
CVP 1	4.01	0.819
CVP 3	4.08	0.789
CVP 4	4	0.802
CVP 5	4.12	0.759
OPQ 1	4.02	0.868
OPQ 2	3.98	0.814
OPQ 4	4.03	0.757
OPQ 5	4.14	0.777
CS1	4.1	0.847
CS2	4.09	0.747
CS3	4	0.796
CS4	4.03	0.768
CS5	4.08	0.786
PI 1	4.12	0.882

	PI 2	3.98	0.828
	PI 3	4.02	0.84

Source: Author's Compilation

Based on the descriptive analysis as per Table 4.4, the mean values of all items are ranked between 3.98 to 4.14, which are above the mid-point value of 2.5 which suggests that the respondents have given generally positive responses to all the measured items. Standard deviation values are not widespread and have a narrow distribution around the mean.

4.3.2 Measurement model

Table 4.5   Factor loading, VIF, Cronbach's alpha (CA), Composite reliability (CR),

Average variance extracted (AVE) Results of Attended

	Item	Factor Loading	VIF	Cronbach's alpha (CA)	Composite reliability (CR)	Average variance extracted (AVE)
Consumer expectations	CE1	0.776	1.617	0.788	0.855	0.542
	CE2	0.705	1.377			
	CE3	0.737	1.524			
	CE4	0.729	1.517			
	CE5	0.73	1.434			
Consumer Value Package	CVP 1	0.727	1.351	0.696	0.814	0.522
	CVP 3	0.701	1.245			
	CVP 4	0.753	1.319			
	CVP 5	0.709	1.3			
Overall Perceived Quality	OPQ 1	0.744	1.39	0.749	0.842	0.571
	OPQ 2	0.736	1.366			
	OPQ 4	0.771	1.453			
	OPQ 5	0.771	1.497			

Consumer Satisfaction	CS1	0.716	1.353	0.744	0.83	0.494
	CS2	0.697	1.356			
	CS3	0.675	1.318			
	CS4	0.711	1.38			
	CS5	0.714	1.384			
Purchase intention	PI 1	0.735	1.213	0.606	0.791	0.558
	PI 2	0.761	1.188			
	PI 3	0.745	1.224			

Source: Author's Compilation

The research assesses the dependability and accuracy of constructs associated with consumers' perceptions of wedding event management services in the state of Goa. Essential measures such as factor loading, variance inflation factor (VIF), Cronbach's alpha (CA), composite reliability (CR), and average variance extracted (AVE) are crucial in this evaluation. The examination encompasses all five constructs. During the initial stage of evaluating the research model, the effectiveness of the observed questionnaire items about the unobserved factors they represent is evaluated (Teo, 2019). The validity and reliability of the model are evaluated in this specific framework. While validity focuses on how well a variable captures the intended outcome reliability is more concerned with dependability and accuracy of the results. At its core, validity ensures that a variable measures the desired factor while staying inside the same model (Dhiman et al., 2020). Factor loading indicates the degree of correspondence between latent constructs and observable variables; a higher value suggests that the items more accurately represent the underlying constructs. The dependability of the constructs was verified by factor loading analysis, which indicated that most of the items had statistically significant values above the minimum allowable value of 0.7 for the majority of the items (Fornell & Larcker, 1981). Although for 2 terms i.e. CS 2 and CS3 the loadings were below 0.7 they were within the range of 0.6 to 0.7 which exceeds the minimum threshold of

0.4 as it is recommended by (Ketchen, 2013). The variance inflation factor (VIF) indicates the presence or absence of a multicollinearity issues model. All the values are less than 5 which confirms that the multicollinearity issue is absent as per ((Hair et al., 2019). It is noted that there is no multicollinearity problem in this model.

Cronbach's alpha (CA) values greater than 0.7 are a sign of resilience internal consistency and reliability. This implies that the items comprising each construct consistently assess the same fundamental concept. A CA value above 0.7 signifies that the measurement tool is dependable and consistent. Although for two items that is consumer value package (0.696) and purchase intention (0.606), the CA is less than 0.70 however according to (Hair et al., 2019) cronbach alpha below 0.60 is acceptable. Similarly, composite reliability (CR) values greater than 0.7 offer further support for the reliability of the constructs utilized in the research. Values of average variance extracted (AVE) greater than 0.5 indicate that the constructs explain a significant amount of variance about measurement error, thereby indicating robust convergent validity. The AVE for consumer satisfaction is below 0.5 which is 0.494. which is close to a significance level of 0.50 and hence accepted (Hair et al., 2019).

4.3.3 Discriminant Validity

Table 4.6 Discriminant Validity - Fornell - Larcker Criterion of Attended

	CE	CS	CVP	OPQ	PI
CE	**0.736**				
CS	0.677	**0.703**			
CVP	0.712	0.689	**0.723**		
OPQ	0.665	0.693	0.702	**0.756**	
PI	0.652	0.68	0.563	0.633	**0.747**

Source: Author's Compilation

The Fornell-Larcker Criterion is utilized to assess the discriminant validity of a construct within a research study, determining its distinctiveness from other constructs and its ability to capture unique aspects of the phenomenon under investigation. This criterion involves comparing the square root of the average variance extracted (AVE) for each construct with the correlations between that construct and other constructs present in the model (Chan, 2020). If the values along the diagonal, which correspond to the square root of the average variance extracted (AVE) for each construct, consistently surpass the values off the diagonal, this suggests that the constructs are differentiated. The diagonal values represent the square root of the AVE for each construct and if the diagonal values are consistently higher than the off-diagonal values it suggests that the constructs in the study such as consumer expectations, consumer satisfaction, consumer value package, overall perceived quality, purchase intention are distinct from each other and are measuring unique aspects related to consumer perception towards the usage of wedding vent management services in Goa.

4.3.4 The Structural Model

Table 4.7 Path Coefficients, T-values, P-values, R^2 and Q^2 of Attended

Hypothesis	Variables	β	T- Value	P-Values	Hypothesis	R^2	Q^2
H1	CE -> CS	0.269	4.24	**0.000**	**Supported**		
H2	CVP -> CS	0.269	4.747	**0.000**	**Supported**		
H3	OPQ -> CS	0.325	5.491	**0.000**	**Supported**	0.594	0.581
H4	CS -> PI	0.68	21.002	**0.000**	**Supported**	0.463	0.445

Source: Author's Compilation

Table 4.7 presents the path coefficients, T-values, P values, R², and Q² of various variables in the study. It shows the relationship between different variables and their significance levels. It indicates the path coefficients, T-values, and P-values for the relationships between consumer expectations (CE), consumer value package (CVP), overall perceived quality (OPQ), consumer

satisfaction (CS), and purchase intention (PI). Additionally, it includes information on the hypotheses supported or not supported based on the significance level of the relationships. The Beta (β) values represent the path coefficients, which indicate the strength and direction of the relationship between independent and dependent variables in the structural equation model. A positive Beta value indicates a positive relationship, meaning that an increase in the independent variable leads to an increase in the dependent variable. Conversely, a negative Beta value indicates a negative relationship, where an increase in the independent variable results in a decrease in the dependent variable. The T-values and P-values are used to assess the significance of the path coefficients in the structural equation model and based on it we can interpret the significance of the relationships between variables and determine which hypotheses are accepted or rejected. As per table 4.7 hypothesis H1, H2, H3, H4 is accepted as P-value is less then 0.05 and T-value is greater then 1.96. The coefficient of determinants (R^2) explains the proportion of variance in the dependent variable that can be explained by the independent variables. The squared correlation values of 0.75, 0.50, and 0.25 in PLS path models are considered substantial, moderate, and weak, respectively (Hair et al., 2019). The R^2 values were calculated using the PLS-SEM algorithm in Smart PLS. The R^2 values of consumer satisfaction (CS), and purchase intention (PI) were 0.594 and 0.463 respectively. Q^2 This test indicates whether or not the proposed model has predictive relevance. It measures the model's predictive power based on the independent variables. The Q^2 value should be greater than 0 (Hair et al., 2019). The PLS path models' small, medium, and large predictive accuracies are represented by values greater than 0, 0.25, and 0.50 (Hair et al., 2019). Table 4.7 demonstrates that all Q^2 values for consumer satisfaction and purchase intention are more than zero, at 0.581, and 0.445 respectively. Consequently, the reductive relevance of the research model is medium to large.

4.4 FACTORS INFLUENCING CONSUMER SATISFACTION ON REPURCHASE INTENTION WHO HAVE UTILIZED THE SERVICE.

4.4.1 Descriptive statistics of measurement items of utilized

Table 4.8 Descriptive Statistics of Utilized

Descriptives	Mean	Standard deviation
CET 1	4.15	0.92
CET 2	4.01	0.742
CET 3	4.02	0.846
CET 4	4.1	0.786
CET 5	4.11	0.793
P 1	3.92	0.86
P 2	4.08	0.791
P 3	3.99	0.839
P 4	4.04	0.804
CVPK 1	3.96	0.825
CVPK 2	4.1	0.798
CVPK 4	4.08	0.818
CVPK 5	4.06	0.748
IS 1	4	0.862
IS 2	3.99	0.843
IS 3	3.96	0.815
IS 4	4.04	0.839
OPQT 1	4.07	0.848
OPQT 3	4.06	0.803
OPQT 4	4.14	0.767
CST 2	4.11	0.779
CST 3	4.05	0.754

CST 4	4.05	0.813
CST 5	4.12	0.774
RI 1	4.09	0.884
RI 2	4.02	0.781
RI 3	4.03	0.827

Source: Author's Compilation

Based on the descriptive analysis as per Table 4.8, the mean values of all items are ranked between 3.92 to 4.15, which are above the mid-point value of 2.5 which suggests that the respondents have given generally positive responses to all the measured items. Standard deviation values are not widespread and have a narrow distribution around the mean.

4.4.2 Measurement model

Table 4.9   Factor Loading, VIF, Cronbach's alpha (CA), Composite reliability (CR),

Average Variance extracted (AVE) Results of Utilized

Variable	Item	Factor Loading	VIF	Cronbach's alpha (CA)	Composite reliability (CR)	Average variance extracted (AVE)
Consumer expectations	CET 1	0.761	1.679	0.827	0.878	0.591
	CET 2	0.734	1.507			
	CET 3	0.746	1.629			
	CET 4	0.785	1.742			
	CET 5	0.815	1.844			
Price	P 1	0.751	1.461	0.759	0.847	0.580
	P 2	0.740	1.417			
	P 3	0.749	1.401			
	P 4	0.805	1.575			
Consumer Value Package	CVPK 1	0.707	1.402	0.746	0.839	0.565
	CVPK 2	0.770	1.513			
	CVPK 4	0.754	1.371			
	CVPK 5	0.775	1.394			

Intangible Service Quality	ISQ 1	0.756	1.574	0.776	0.855	0.597
	ISQ 2	0.750	1.413			
	ISQ 3	0.770	1.488			
	ISQ 4	0.812	1.590			
Overall Perceived Quality	OPQT 1	0.735	1.312	0.656	0.812	0.590
	OPQT 3	0.781	1.293			
	OPQT 4	0.787	1.241			
Consumer Satisfaction	CST 2	0.758	1.340	0.718	0.825	0.541
	CST 3	0.679	1.272			
	CST 4	0.749	1.382			
	CST 5	0.752	1.438			
Repurchase intention	RI 1	0.770	1.382	0.673	0.820	0.604
	RI 2	0.770	1.260			
	RI 3	0.790	1.316			

Source: Author's Compilation

Table 4.9 presents the results of the factor loading, variance inflation Factor (VIF), Cronbach's alpha (CA), composite reliability (CR), and average variance extracted (AVE). These metrics are critical in determining the reliability and validity of the constructs used in the study on consumer satisfaction towards bidding event management services in the state of Goa. The test was conducted on all 7 constructs including consumer expectations, price, consumer value package, intangible service quality, overall perceived quality, consumer satisfaction, and repurchase intention. Factor loading indicates the strength of the relationship between the observed variables and the latent constructs. High factor loadings suggest that the items effectively represent the underlying constructs. In this study, the factor loading values are notably higher than 0.7, which is the acceptable limit, and thus it indicates a strong relationship between the items and their respective constructs. The dependability of the constructs was verified by factor loading analysis, which indicated that most of the items had

statistically significant values above the minimum allowable value of 0.7 for the majority of the items. However for one item that is consumer satisfaction, the loadings were below 0.7 but close to 0.7 and they were within the range of 0.6 to 0.7 which exceeds the minimum threshold of 0.4 as recommended by (Ketchen, 2013). The variance inflation factor (VIF) indicates the presence or absence of a multicollinearity issues model. All the values are less than 5 which confirms that the multicollinearity issue is absent (Hair et al., 2019). it is noted that there is no multicollinearity problem in this model. Cronbach's alpha (CA) values greater than 0.7 are a sign of resilience internal consistency and reliability. This implies that the items comprising each construct consistently assess the same fundamental concept. A CA value above 0.7 signifies that the measurement tool is dependable and consistent. Although for one item that is consumer satisfaction (0.679), the CA is less than 0.70 but close to 0.7 however according to (Hair et al., 2019) Cronbach Alpha below 0.60 is acceptable. Composite reliability (CR) values above 0.7 further support the reliability of the constructs used in the study. The value above 0.7 suggests good reliability, and all items consistently measure the same latent construct. As in the above table, all the values are above 0.7. Average variance extracted (AVE) values above 0.5 indicate that the constructs explain a large amount of variance relative to measurement error, indicating good convergent validity. As in the above table, all the values are above 0.5.

4.4.3 Discriminant Validity

Table 4.10 Discriminant Validity - Fornell - Larcker Criterion of Utilized

	CET	CST	CVPK	ISQ	OPQT	P	RI
CET	**0.769**						
CST	0.694	**0.735**					
CVPK	0.707	0.631	**0.752**				
ISQ	0.721	0.636	0.655	**0.772**			
OPQT	0.72	0.626	0.699	0.635	**0.768**		
P	0.697	0.627	0.676	0.719	0.654	**0.762**	

RI	0.697	0.631	0.572	0.644	0.57	0.613	**0.777**

Source: Author's Compilation

Table 4.10 The Fornell-larger criterion is utilized to assess the discriminant validity of a construct within a research study, determining its distinctiveness from other constructs and its ability to capture unique aspects of the phenomenon under investigation. This criterion involves comparing the square root of the average variance extracted (AVE) for each construct with the correlations between that construct and other constructs present in the model (Chan, 2020). If the values along the diagonal, which correspond to the square root of the average variance extracted (AVE) for each construct, consistently surpass the values off the diagonal, this suggests that the constructs are differentiated. The diagonal values represent the square root of the AVE for each construct and if the diagonal values are consistently higher than the off-diagonal values it suggests that the constructs in the study such as consumer expectations, consumer satisfaction, consumer value package, intangible service quality, overall perceived quality, price, repurchase intention are distinct from each other and are measuring unique aspects related to consumer perception towards the usage of wedding event management services in the state of Goa.

4.4.4 The Structural Model

Table 4.11 Path Coefficients, T-values, P values, R^2 and Q^2 of Utilized

Hypothesis	Variables	β	T- Value	P-Values	Hypothesis	R^2	Q^2
H5	CET -> CST	0.305	3.987	**0.000**	**Supported**		
H6	P -> CST	0.128	1.965	**0.05**	**Supported**		
H7	CVPK -> CST	0.141	2.344	**0.019**	**Supported**		
H8	ISQ -> CST	0.15	1.948	**0.051**	**Supported**		
H9	OPQT -> CST	0.129	1.787	**0.074**	**Do not Support**	0.557	0.528
H10	CST -> RI	0.631	15.697	**0.000**	**Supported**	0.398	0.455

Source: Author's Compilation

Table 4.11 presents the path coefficients, T-values, P values, R², and Q² of various variables in the study. It shows the relationship between different variables and their significance levels. It indicates the path coefficients, t-values, and p-values for the relationships between consumer expectations (CE), consumer value package (CVP), intangible service quality (ISQ), overall perceived quality (OPQ), consumer satisfaction (CS), and repurchase intention (RI). Additionally, it includes information on the hypotheses supported or not supported based on the significance level of the relationships. The Beta (β) values represent the path coefficients, which indicate the strength and direction of the relationship between independent and dependent variables in the structural equation model. A positive beta value indicates a positive relationship, meaning that an increase in the independent variable leads to an increase in the dependent variable. Conversely, a negative beta value indicates a negative relationship, where an increase in the independent variable results in a decrease in the dependent variable. The T-values and P-values are used to assess the significance of the path coefficients in the structural equation model and based on it we can interpret the significance of the relationships between variables and determine which hypotheses are accepted or rejected. As per table 4.11 hypothese H5, H6, H7, H8, and H10 is accepted as P-value is less then 0.05 and T-value is greater then 1.96. On the other hand, hypothese H9 is rejected since p-value is greater thrn 0.05 and T-value is less then 1.96. R² explains how changes in the independent variable (s) affect the dependent variable (Hair et al., 2019). The squared correlation values of 0.75, 0.50, and 0.25 in PLS path models are considered substantial, moderate, and weak, respectively (Hair et al., 2019). Table 4.11 shows the calculated R² value of consumer satisfaction and repurchase intention which are 0.557 and 0.398. The R² of consumer satisfaction is 0.557 which is moderate. Although the R² of repurchase intension is 0.398 which is slightly higher than the weaker limit of 0.25 (Hair et al., 2019). Q² This test indicates whether or not the proposed model has predictive relevance. It measures the model's

predictive power based on the independent variables. The Q^2 value should be greater than 0 (Hair et al., 2019). The PLS path models' small, medium, and large predictive accuracies are represented by values greater than 0, 0.25, and 0.50 (Hair et al., 2019). Table 4.11 demonstrates that all Q^2 values for consumer satisfaction and repurchase intention are more than zero, at 0.528, and 0.455 respectively. Consequently, the predictive relevance of the research model is medium to large.

4.5 SUMMARY

The summary provides insights into the demographic profiles of consumer satisfaction towards event management services in the state of Goa. This demographic profiling section is divided into 2 sections. The first section shows that through cross-tabulation analysis, the study has identified the distinction between genders concerning demographic characteristics. The second section deals with some additional details about event management services, whether they have used event management services or not if they have attended the event, utilized or both.

The study shows factors influencing consumer satisfaction on purchase intention who have attended the service (Objective 1) as well as factors influencing consumer satisfaction on repurchase intention who have utilized the service (Objective 2) by using factor loading, variance inflation factor (VIF), Cronbach's alpha (CA), composite reliability (CR), and average variance extracted (AVE) metrics. The test was conducted on both objectives i.e. 1 and 2 where 4 constructs were included, In objective 1 such as consumer expectation, consumer satisfaction, consumer value package, overall pursued quality, and purchase intention, and in Objective 2 such as consumer expectation, consumer satisfaction, consumer value package, intangible service quality, overall pursued quality, price, repurchase intention. Factor loading values above 0.7 indicate a strong relationship between the observed variables and the latent constructs. Cronbach's alpha values above 0.7 demonstrate good internal consistency and

reliability, while composite reliability values above 0.7 support the constructs' reliability. Average variance extracted values above 0.5 indicate good convergent validity. The Fornell-larger criterion confirms that the constructs are distinct and measure unique aspects of the phenomenon under investigation. The study also presents path coefficients, T-values, P-values, R^2, and Q^2, showing the relationships between the variables and the corresponding hypotheses. The coefficient of determinants (R^2) explains the proportion of variance in the dependent variable that can be explained by the independent variables. The study used the PLS-SEM algorithm in Smart PLS to calculate the R^2.

Hence, for the first objective, the hypothesis H1, H2, H3, and H4, were found to be significant and were accepted.

Whereas for the second objective, the hypotheses H5, H6, H7, H8, and H10 were found to be significant and were accepted. However, the remaining hypothesis i.e. H9, was not found to have a significant influence on the consumer's satisfaction. Therefore, this hypothesis is rejected.

4.6 FINDING

4.6.1 FINDINGS OF ATTENDED

H1 findings suggest that consumer expectations have a significant impact on consumer satisfaction as the T-value is more than 1.96 and the P-value is less than 0 .05. Thus, the previous studies (Adisak, 2022; Al-Msallam & Almsalam, 2014; Kuru & Pasek, 2016) found that consumer expectation had a significant influence on consumers satisfaction. consumer expectation is the independent variable and consumer satisfaction and purchase intention are the dependent variables. Thus consumer expectation and consumer satisfaction are positively significant towards purchase intention of wedding event management services. Hence, there is a significant impact of consumer expectations on consumer satisfaction.

H2 Consumers evaluate their overall experience based on a variety of factors. The combination of all these factors is referred to as the "consumer value package" (C.-Y. Chang, 2007)   found that the consumer value package has a significant effect on wedding event management services. Also, the study (Michopoulou & Giuliano, 2018) reveals that Consumer value package significantly influences wedding event management services. The finding of the present study shows that consumer value package is the independent variable and consumer satisfaction and repurchase intention are the dependent variable. Thus consumer value package and consumer satisfaction are positively significant towards purchase intention of wedding event management services. Hence, hypothesis H2 is accepted as the P value is 0.000, which is less than 0.05. Hence, there is a significant impact of consumer value package on consumer satisfaction.

H3 Regarding the outcome for overall perceived service quality, all the predictors had positive and significant effects (Ariffin et al., 2016; Michopoulou & Giuliano, 2018; Nguyen & g, 2018). Thus in the present study, overall perceived service quality is the independent variable and consumer satisfaction and repurchase intention are the dependent variables. The present study has found that overall pursued quality has a significant and positive impact on consumer satisfaction and purchase intention as the P-value is below 0.05 and the T-value is more than 1.96. Hence, hypothesis H3 is accepted as the P value is 0.000, which is less than 0.05. Hence, there is a significant impact of overall perceived service quality on consumer satisfaction.

H4 Furthermore, consumer satisfaction was an important variable in purchase intention (Aziz & Mirza Ashfaq Ahmed, 2023; H. H. Chang & Liu, 2009; Nguyen & g, 2018). The findings of this study revealed a positive and significant influence of the purchase decision on wedding event management services based on the results hypothesis H4 was accepted as the

P-value was found to be 0.000 which is less than the significant level of, 0.05. Hence, there is a significant impact of consumer satisfaction on purchase intention.

4.6.2 FINDINGS OF UTILIZED

H5 The statistical results confirmed the hypotheses proposed in the model. The results suggested that consumer expectation was the key determinant influencing consumer satisfaction (Nguyen & g, 2018). Thus, the previous studies (Kuru & Pasek, 2016) found that consumer expectations had a significant influence on consumer satisfaction. The findings of this study suggest that consumer expectation is an independent variable in this study, whereas consumer satisfaction and repurchase intention is a dependent variables. Consumer expectations have a significant impact on consumer satisfaction as the T-value is more than 1.96 and the P-value is less than 0.05. Hence, there is a significant impact of consumer expectations on consumer satisfaction.

H6 Pricing is a crucial factor that can significantly impact consumer purchasing behavior and the decision-making process of buyers (Dhurup et al., 2014; Sadiq et al., 2020; Samoedra, 2021; Zhao et al., 2021). Thus, the previous studies stated that price has a positive and significant correlation with consumer satisfaction (Aslam et al., 2018). Pricing is an independent variable in this study, whereas consumer satisfaction and repurchase intention are dependent variables. The finding of this study suggests that price has a significant impact on consumer satisfaction as the P-value is 0.05. Hence, there is a significant impact of pricing on consumer satisfaction.

H7 Consumers evaluate their overall experience based on a variety of factors. The combination of all these factors is referred to as the "consumer value package" (C.-Y. Chang, 2007) found that the consumer value package has a significant effect on wedding event

management services. Also, the study (Michopoulou & Giuliano, 2018) reveals that consumer value package significantly influences wedding event management services. The finding of the present study shows that consumer value package is the independent variable whereas consumer satisfaction and repurchase intention are the dependent variable. Consumer value package and consumer satisfaction are positively significant towards repurchase intention of wedding event management services. Hence, there is a significant impact of consumer value package on consumer satisfaction.

H8 The previous studies stated that intangible service quality has a positive and significant correlation with consumer satisfaction (Marić et al., 2016; Rosenbaum & Wong, 2010). The finding of the present study shows that intangible service quality is the independent variable and consumer satisfaction and repurchase intention are the dependent variable. The intangible service quality is positively significant towards the repurchase intention of wedding event management services. Hence, there is a significant impact of intangible service quality on consumer satisfaction.

H9 Regarding the outcome for overall perceived service quality, all the predictors had positive and significant effects (Nguyen & g, 2018). The present study has found that overall perceived service quality is the independent variable and consumer satisfaction and repurchase intention are dependent variables. Thus overall perceived quality does not have a significant influence on consumer satisfaction. There is no significant impact between overall perceived quality and consumer satisfaction.

H10 Study shows that trust and satisfaction are significant positive predictors of consumers' repurchase intentions (Fang et al., 2011). The present study has found that consumer satisfaction has a significant influence on repurchase intentions. Hence, there is a significant impact on consumer satisfaction and repurchase intentions.

4.7 THEORETICAL IMPLICATION

The present study aimed to combine and examine the factors that influence consumer satisfaction towards wedding event management services in the state of Goa. The researchers, (Michopoulou & Giuliano, 2018) consumer expectations, consumer value package, overall perceived quality, and consumer satisfaction. To enhance the proposed model, additional variables were included from other studies. These variables included intangible service quality (Rosenbaum & Wong, 2010), price (Samoedra, 2021), Purchase intention (H. H. Chang & Liu, 2009), and repurchase intention (Filieri & Lin, 2017), including these variables in the proposed model, the present study aimed to provide a comprehensive understanding of consumers' satisfaction towards wedding event management services in the state of Goa. The results of these analyses can be found in sections 4.7 and 4.11 of the study. To achieve the objectives of the study, the researchers collected data from respondents in the state of Goa, specifically from both North Goa and South Goa. They gathered a total of 402 participants to test the models for both objectives.

4.8 MANAGERIAL IMPLICATIONS

Study findings suggest that managers and event management services provide several instincts on consumer expectations, price, consumer value package, and intangible service quality. Goan consumers show higher performance acceptance for event management services for meeting their wedding needs. Managers should provide unique services and excellent contact offers to attract Goan consumers. To gain more consumer attention, managers should focus on perceived quality and ease of use. Overall pursued quality does not significantly impact consumer satisfaction among Goan consumers so managers need to focus on overall pursued quality. Furthermore, the results of the study will provide event management companies with relevant data to support the creation of efficient marketing plans intended to encourage impulsive purchases and eventually raise profitability. The goal is to encourage

Goan consumers to adopt event management services more. By focusing on delivering exceptional experiences, event managers can create lasting impressions and build strong relationships with their clients.

4.9 DISCUSSION AND CONCLUSIONS

4.9.1 INTRODUCTION

This study uses data from 402 consumer surveys on wedding event management services in Goa to explore the impact of consumer satisfaction on wedding event management services' purchase and repurchase intention. This study is one of the first attempts to explore consumer satisfaction with wedding event management services in Goa. The present study provides new perspectives on the important determinants that impact consumer satisfaction, as well as purchase intention and repurchase intention of wedding event management services. The study's findings will provide new information on how satisfied consumers are with event management services and how they perceive their quality. "The study examined factors commonly found in the literature related to satisfaction measurement in similar domains. Positive reviews often highlighted businesses that delivered high-quality services during the preparation phase. Similarly, consumers expressed satisfaction when companies provided excellent services, creating memorable experiences. For an event planning company to thrive, maintaining a commitment to high-quality service is essential. Additionally, employee attitudes played a crucial role. Consumers appreciated staff members who exhibited enthusiasm, attention to detail, and trustworthiness. Factors such as consumer orientation, and work facilitation also contributed to the overall service climate" (he et al., 2008).

4.9.2 DISCUSSION AND CONCLUSIONS OF ATTENDED

H1 There is a significant impact between consumer expectations on consumer satisfaction. This suggests that what attendees anticipate or hope to experience when attending an event is "Fulfilled." These expectations can be explicit (clearly defined) or implicit (unspoken but assumed).

H2 There is a significant impact between consumer value package on consumer satisfaction. This suggests that there is a significant positive relationship between consumer value package and consumer satisfaction It encompasses both tangible and intangible elements that shape attendees' overall experiences and influence their satisfaction.

H3 There is a significant impact between overall pursued quality on consumer satisfaction. This suggests that overall pursued quality has fulfilled a comprehensive level of excellence, attention to detail, and fulfillment of expectations that attendees seek during events. When event organizers deliver services that meet or exceed consumer expectations, it positively impacts overall satisfaction.

H4 There is a significant impact between consumer satisfaction on purchase intention. This suggests that there is a significant positive relationship between consumer satisfaction and purchase intention. consumer satisfaction directly influences purchase intention in the event industry. The event has satisfied all the needs of attendees.

4.9.3 DISCUSSION AND CONCLUSIONS UTILIZED

H5 There is a significant impact between consumer expectation on consumer satisfaction In terms of who has utilized the event management services their expectations encompass various aspects, including the quality of services, personalized experiences, and

emotional fulfillment. This suggests that There is a significant positive relationship between consumer expectation and consumer satisfaction.

H6 There is a significant impact between price on consumer satisfaction. This suggests that there is a significant positive relationship between price and consumer satisfaction. the pricing strategy in wedding event management services significantly impacts consumer satisfaction. The emotional and symbolic value attached to weddings justifies the premium prices, even as couples and families strive for the perfect celebration.

H7 In terms of who has utilized the wedding services. The consumer value package refers to the overall set of factors that contribute to a consumer's perception of value when planning and experiencing a wedding. It encompasses both tangible and intangible elements that shape their overall satisfaction with the wedding services they receive in line with what they have expected.

H8 There is a significant impact between intangible service quality on consumer satisfaction. this suggests that the non-physical aspects of service delivery impact consumers' perceptions and experiences. These intangible dimensions include elements such as reliability, responsiveness, empathy, assurance, and tangibles which indirectly affect the perception of the consumer. For event organizers, ensuring high intangible service quality is essential for creating positive guest experiences. This suggests that intangible service quality was a significant determinant of consumer satisfaction and the relationship between intangible service quality and consumer satisfaction is in line. This suggests that intangible service quality increases consumer satisfaction however significant relationship between intangible service quality on consumer satisfaction is in line.

H9 In terms of who has utilized the services showed that there is no significant impact on overall pursued quality on consumer satisfaction which was contrary to our expectation. When event organizers deliver services that are not meeting or below the consumer expectations companies need to focus on the overall pursued quality and try to improve it.

H10 There is a significant impact between consumer satisfaction on repurchase intention. This suggests that there is a significant positive relationship between consumer satisfaction and repurchase intention. Friendly staff and smooth operations enhance satisfaction and, consequently, repurchase intention.

"Balancing price and quality is crucial for consumer satisfaction. Companies must find the right equilibrium to ensure that consumers perceive value in their offerings." Since the entire event planning industry is based on collaboration between various businesses, a top-notch organization must offer a variety of vendor lists that exhibit a high degree of professionalism and dependability. A small detail can make all the difference in the world, resulting in a bad consumer experience and a drop in consumer satisfaction. Whether a firm is involved or not, the capacity to work cooperatively with other vendors is essential during an event has experience working with these suppliers. Consumers are interested in learning whether a company works with reliable vendors and how they manage several vendors (Shi, 2020). Mega events, which are large-scale gatherings like weddings, require special attention to necessities. These events often take place in non-permanent venues, which can create uncertainty about the availability and quality of facilities. Interestingly, price, which is typically a significant consideration, appears to be less influential in the context of mega-events than previously assumed by various authors (Ha, 2010; Mullen & Berry, 2007).

However, this study specifically looked at how a specific factor influences consumers' perception of service quality. Additionally, the research also verified the connection between consumer satisfaction with purchase intention and repurchase intention.

4.10 LIMITATIONS

Snowball sampling and convenience sampling were used in the study due to time constraints, but this may introduce bias into the sample by overrepresenting certain demographic groups or those with stronger network connections. The sample mainly consisted of younger individuals and students with an income of 50,000, limiting the generalizability of the results to other demographic groups like professionals and older adults. The study's exclusive focus on the state of Goa may restrict the applicability of its conclusions to other Indian states or countries due to varying cultural, social, and economic contexts affecting consumer purchase and repurchase intention of event management services.

4.11 SCOPE FOR FUTURE STUDY

Further, the researcher can focus on emerging trends in wedding planning, such as personalized themes, destination weddings, and micro-weddings. Investigate how cultural norms and traditions influence wedding planning. The study can be done with more responses. The researchers can focus on destination weddings and try to find out consumer satisfaction.

4.12 SUGGESTIONS

Event management companies should include more services to attract people to purchase event management services. Event management companies should provide large parking spaces for their consumers so that they can easily park their vehicles. The event management company should take proper care of consumer complaints and queries. The

services of the company need to be improved. Personal care should be taken by the company

for the consumers so that the consumers feel good.

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APPENDIX I: Questionnaire

PART I: DEMOGRAPHIC PROFILE

Gender	Male			Female		
Age	Up to 20	21 - 30	31 - 40	41 - 50		51 & Above
Education	Up to 10th	Up to 12th	Graduation	Post Graduation		
Marital Status	Married			Unmarried		
Family Income PM	Up to Rs. 50000		Rs. 51000 - 1 lakh	More than Rs. 100000 lakh- up to 250000		Above 250000
Occupation	Student	Own business	Employed (Govt.)	Employed (Private)	Unemployed	Homemaker
Location	North Goa			South Goa		

Have you attended/ utilized the event management services?

☐ Yes

☐ No

Have you attended/ utilized the event management services or both?

☐ Attended

☐ Utilized

☐ Both

QUESTIONNAIRE: I

Who has attended the event

	CONSUMER EXPECTATIONS	1	2	3	4	5
1	The event met my expectations in terms of service and execution.	Anderson & Fornell, 2000; Fornell et al., 1996; Terblanche, 2006; Ryzin et al., 2004				
2	Event crew availability was sufficient.					
3	My experience with event management services exceeded my initial expectations.					
4	The level of service provided by event management services surpassed my expectations.					
5	The event met my overall expectations of quality.					
	CONSUMER VALUE PACKAGE	1	2	3	4	5
1	The service quality was good	Chon, 1991; Glasson, 1994; Pizam et al., 1978; Schofield, 2001; Um & Crompton, 1990;				
2	The quality of food and drinks was good					
3	The event was entertaining					
4	Employees were consistently willing to assist.					
5	The environment was clean.					
	OVERALL PERCEIVED QUALITY	1	2	3	4	5
1	My overall perception of the event management service is satisfactory.	Anderson & Fornell, 2000; Deng et al., 2013; Fornell, Johnson, Anderson, Cha, Bryant,1996;				
2	The execution of event planning and management is commendable.					
3	The overall quality of service was good.					
4	The overall quality of facilities was good.					

5	I am happy with the overall programs and services provided by the event management team.	Ryzin et al., 2004; Terblanche, 2006				
	CONSUMER SATISFACTION	**1**	**2**	**3**	**4**	**5**
1	I am content with the event organizer's performance.	Anderson & Fornell, 2000; Deng et al., 2013; Fornell et al., 1996; Ryzin et al., 2004; Terblanche, 2006				
2	The event venue met my satisfaction.					
3	I am satisfied with the value I received from the event.					
4	I am very satisfied with the event management services I have experienced.					
5	I am extremely delighted with the event I have attended					
	PURCHASE INTENTION	**1**	**2**	**3**	**4**	**5**
1	I intend to use event management services in the future.	(Tatjana Pivac, 2011)				
2	I intend to rely on event management services rather than exploring alternatives.					
3	If given the choice, I would prefer to use event management services.					

CVP 2, OPQ 3, this item was removed to establish Discriminant Validity.

QUESTIONNAIRE II

Who has utilized the event management services

	CONSUMER EXPECTATIONS	**1**	**2**	**3**	**4**	**5**
1	The event exceeded my expectations in terms of service and execution.	Anderson & Fornell, 2000; Fornell et al.,				
2	Event crew availability was sufficient.					

3	My experience with event management services exceeded my initial expectations and it surpassed my expectations.	1996; Terblanche, 2006; Ryzin et al., 2004
4	Overall, most of my expectations with event planning and execution were met.	
5	The event met my overall expectations of quality.	

	PRICE	**1**	**2**	**3**	**4**	**5**
1	The pricing of food and beverages is reasonable.	(Tatjana Pivac, 2011)				
2	The event provided good quality within the specified price range.					
3	The value for money offered by event management services is commendable.					
4	Ease of payment for utilization of event management services is satisfactory.					

	CONSUMER VALUE PACKAGE	**1**	**2**	**3**	**4**	**5**
1	The service quality was good	Chon, 1991; Glasson, 1994; Pizam et al., 1978; Schofield, 2001; Um & Crompton, 1990;				
2	The quality of food and drinking was good					
3	The event was entertaining					
4	The availability of diverse event packages is a crucial factor in consumer satisfaction.					
5	The environment was clean.					

	INTANGIBLE SERVICE QUALITY	**1**	**2**	**3**	**4**	**5**
1	The event organizer demonstrated a sincere interest in problem resolution.	(Tatjana Pivac, 2011)				
2	Promised services were performed as expected.					
3	Services were delivered according to the promised timeline.					

4	Employees were consistently willing to assist.					
	OVERALL PERCEIVED QUALITY	**1**	**2**	**3**	**4**	**5**
1	The event's offerings were tailored to meet my specific needs.	Anderson & Fornell, 2000; Deng et al., 2013; Fornell, Johnson, Anderson, Cha, Bryant,1996; Ryzin et al., 2004; Terblanche, 2006				
2	The execution of event planning and management is commendable and I am satisfied with the event planning and execution services I received.					
3	Adequate quality control measures are in place and the overall quality of facilities was good.					
4	My overall perception of the event management service is satisfactory					
	CONSUMER SATISFACTION	**1**	**2**	**3**	**4**	**5**
1	I am content with the event organizer's performance.	Anderson & Fornell, 2000; Deng et al., 2013; Fornell et al., 1996; Ryzin et al., 2004; Terblanche, 2006				
2	I am satisfied with the value I received from the event and the event management services.					
3	I was satisfied with the event management services compared to other alternatives.					
4	I am extremely delighted with the event management services I have received.					
5	The overall quality of the event aligns with my expectations.					
	REPURCHASE INTENTION	**1**	**2**	**3**	**4**	**5**
1	I intend to continue using event management services in the future.	(Tatjana Pivac, 2011)				
2	I intend to continue relying on event management services rather than exploring alternatives.					

3	If given the choice, I would prefer to use event management services.	

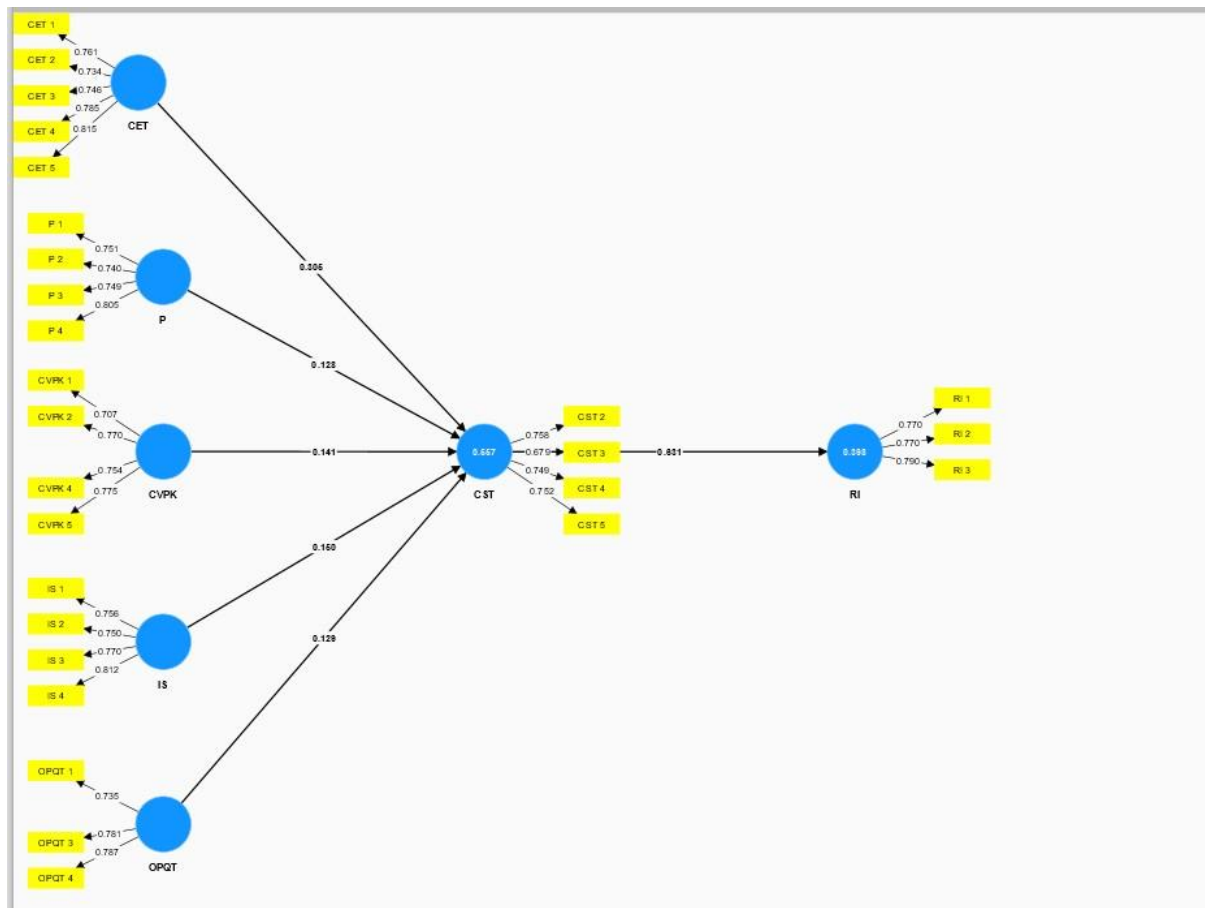OPQT 2, and OPQT 5, this item was removed to establish Discriminant Validity

APPENDIX II: Measurement model

Attended
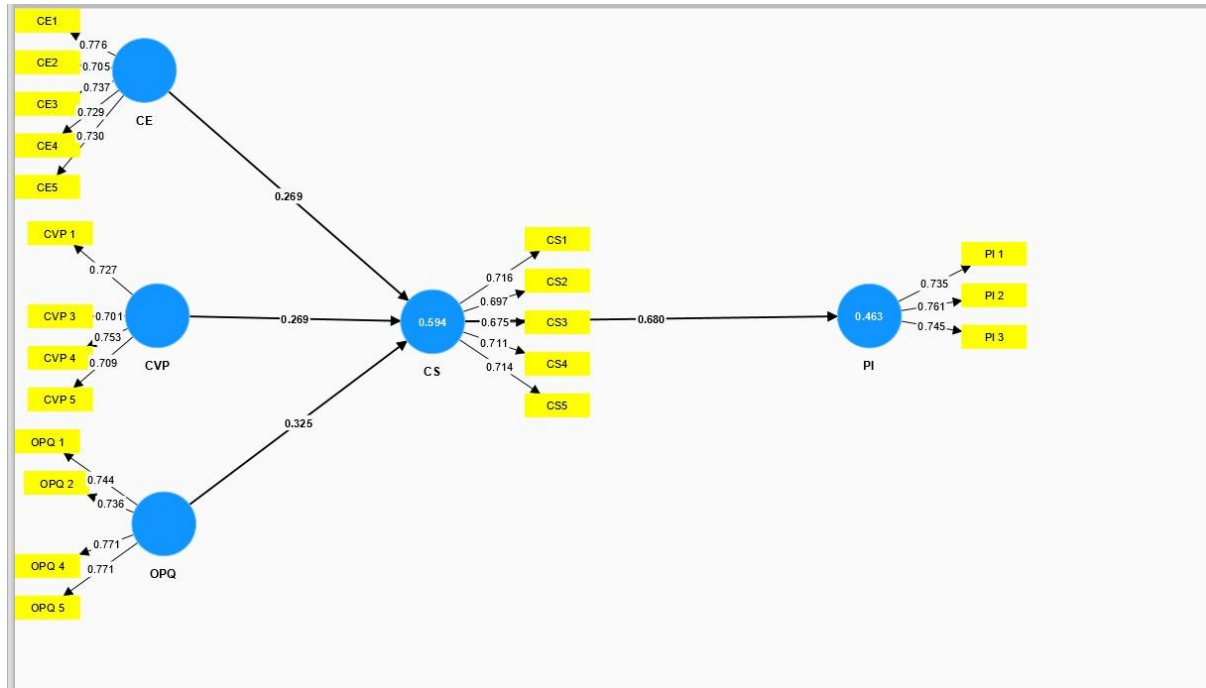
Results from the PLS algorithm

Utilize

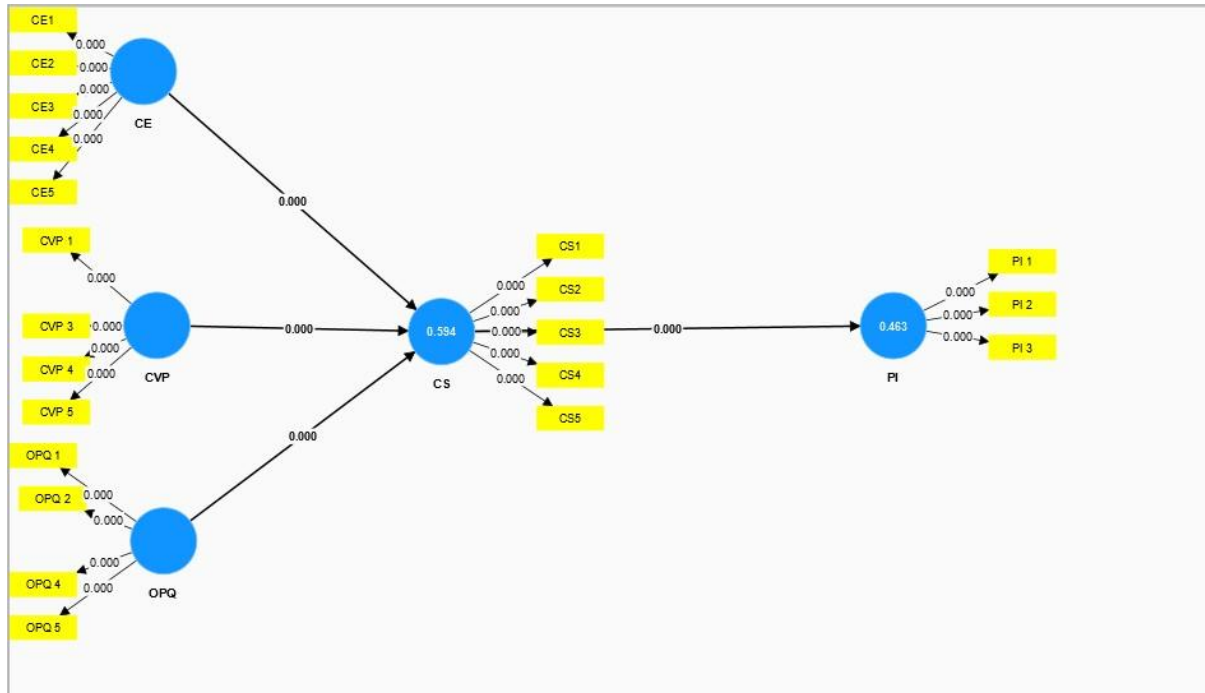Results from the PLS algorithm.

APPENDIX III: Structural Model

Attended
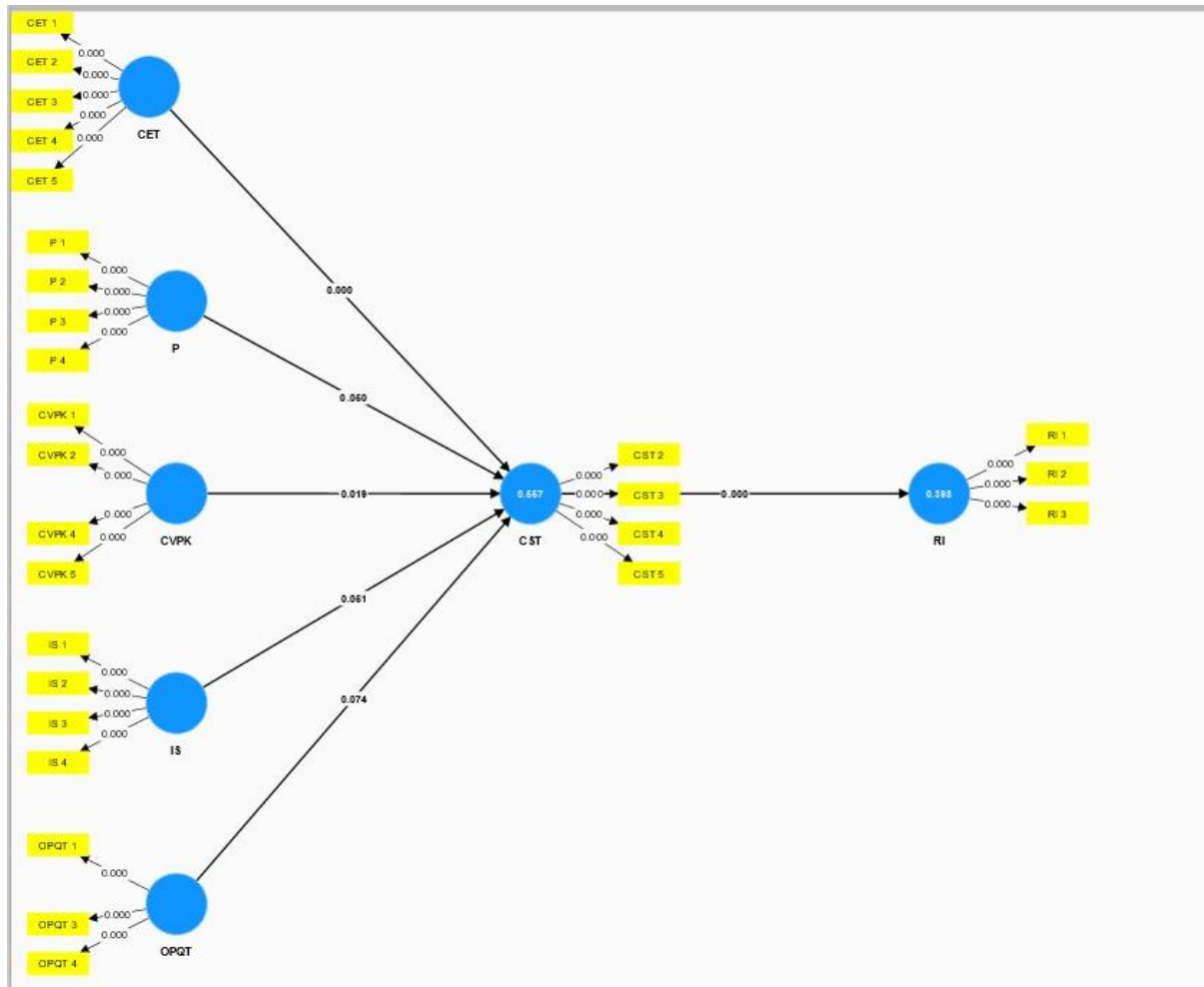

Results from bootstrapping.

Utilize

Results from bootstrapping.