

Critical Success Factors of Fashion Events in India: An Empirical Study of Event Management Organisations

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Abstract

The realm of fashion in India is characterized by the increasing prominence of fashion events. However, for event management firms, executing these events with triumph is no small feat due to an array of challenges. The focus of this research is to identify the crucial success factors (CSFs) that significantly influence the success of fashion events in India. The investigation conducted an empirical methodology and procured data from enterprises focused on event management in India by means of an internet-based survey. India encompasses effectual marketing and promotion, top-notch production quality, inventive design and presentation, celebrity endorsements, and sponsor support. Furthermore, the study also highlighted that event management firms in India encounter sundry impediments when arranging prosperous fashion events, including budgetary constraints, inadequate workforce proficiency, and difficulties when it comes to acquiring sponsorships. The findings of this study provide useful insights for event management organizations in India to improve the success of their fashion events.

Keyword: Fashion Event Management, Success Factor of Event, Critical Success Factor of Fashion Event

Introduction

The sphere of fashion events holds great significance in India's fashion industry. It serves as a prime avenue for designers and brands to exhibit their latest collections, captivate novel patrons, and bolster brand recognition. Nevertheless, executing triumphant fashion events proves to be a daunting undertaking for event management organizations, given various impediments such as budgetary constraints, scarcity of adept personnel, and the arduousness of securing sponsorships.

Van der Wagen (2010) found that the triumph of a haute couture occasion relies on numerous variables, including the calibre of the production, the innovativeness of the blueprint and

exhibition, efficacious marketing and advertisement, celebrity authentication, and financial patronage. These variables are acknowledged as pivotal triumph variables (PTVs) and are indispensable for the fruition of any occasion. Several inquiries have been conducted to pinpoint the critical success factors (CSFs) for fashion events in disparate parts of the globe. For instance, investigations conducted in Europe have identified factors like high-grade production, efficacious marketing, and celebrity endorsement as key determinants of triumph for fashion events. Conversely, investigations conducted in Asia have identified creative design and presentation, sponsor support, and media coverage as critical success factors. Nonetheless, there exists a dearth of research concerning the CSFs of fashion events in India. This is peculiar as India is among the most prominent textile and garment producers in the world and has a rich cultural heritage that is reflected in its fashion industry. Furthermore, India is home to a diverse population with distinct fashion predilections, rendering it an appealing market for fashion events.

According to Jones (2014) the realm of Indian fashion has undergone tremendous evolution throughout the years, with novel designers and brands cropping up. Despite the progress made, various obstacles remain prevalent in the industry, such as insufficient infrastructure, limited skilled labour availability and inadequate financing. Fashion events present a substantial revenue stream for designers and brands while simultaneously promoting the Indian fashion industry. Hence, the identification of crucial success factors for fashion events in India is imperative to enhance the efficacy of these events and augment the fashion industry's growth in India. The conclusions drawn from this study are anticipated to yield valuable insights for event management organizations operating in India, with the aim of augmenting the triumph of their fashion-based events. Additionally, this research may aid designers and brands in comprehending the variables that contribute to the triumph of fashion events, and thus enable them to arrive at informed decisions regarding measures to bolster their brand image and expand their customer base.

Literature review

Fashion gatherings held in India have garnered widespread attention and have emerged as a crucial contributor to the fashion industry. These events provide a platform for fashion designers to showcase their latest collections to a vast audience.

According to Ko and Megehee (2012) in order to attract many attendees, effective marketing and promotion play a pivotal role. Advertising the event through diverse channels, such as print media, electronic media, social media, and oral communication, is imperative for a successful fashion event. Not only is marketing and promotion significant for the event's triumph, but it is also pivotal for the long-term success of the brand. In India, the world of fashion events is marked by intense competition, and strategic marketing and promotion can make all the difference in setting an event apart from the rest.

Bhardwaj and Fairhurst (2010) found that in times past, print media reigned supreme as the go-to outlet for promoting these events. But with the rise of electronic and social media, the emphasis has shifted to digital marketing. Platforms such as Facebook, Instagram, and Twitter have emerged as the preferred channels for generating buzz around fashion events. Social media has emerged as a potent instrument for endorsing fashion events by enabling event planners to outreach a vast audience at a relatively lower expense. Moreover, social media has facilitated targeted marketing by enabling event planners to advertise their event solely to individuals who exhibit an interest in fashion and its allied domains. Through social media marketing, a hype can be generated regarding the event by creating an aura of excitement via multimedia posts, photographs, and videos. Alongside, word-of-mouth marketing is also an efficacious strategy for promoting fashion events in India, which is a process of disseminating information about the event through informal conversational exchanges between acquaintances.

Birtwistle and Moore (2007) found this mode of marketing is particularly influential since people tend to place more trust in the recommendations from their loved ones than in conventional advertising. Marketing and advertising endeavours can prove advantageous in obtaining sponsors for an event. In the context of fashion events in India, sponsors play an indispensable role by providing financial assistance and participating in promotional activities. Significantly, a well-publicized event with a substantial turnout can attract sponsors and augment the possibility of procuring funds. The success of fashion events in India hinges on the management of the occasion, which involves diverse facets such as planning, execution, and post-event evaluation. Expert management of the event heightens

the overall experience of the attendees, leading to positive feedback and increased chances of returning for future events.

Okonkwo (2016) revealed that the initiation of the event planning process marks the first phase of event management. This crucial step involves the identification of the primary objectives, intended audience, and the financial framework of the event. The meticulous planning of an event ensures the seamless execution of various critical components, such as the careful selection of the venue, transportation logistics, and accommodation arrangements for the attendees, as well as the provision of top-notch catering and entertainment services.

According to Joy, Sherry Jr, Venkatesh, Wang, and Chan (2012) found that once the event plan is thoroughly established, the actual implementation of the plan follows, and this phase is referred to as event execution. The successful outcome of the event execution stage hinges on several vital factors, such as the effective communication channels among the event planning team, the strict adherence to the event timeline, and a keen attention to detail. The seamless delivery of the event execution ensures that the attendees' experience is enjoyable and that the event runs without any hitches. Post-event analysis serves as the culminating step in the management of an event, encompassing a meticulous evaluation of the event's triumph.

Zacks, Speer, Swallow, Braver, and Reynolds (2007) revealed that the analysis entails an assessment of feedback received from attendees, sponsors, and stakeholders, seeking to identify the areas of the event that require improvement to enhance future occurrences. An effectively executed post-event analysis proffers valuable insights regarding the event's successes and shortcomings, which is instrumental in enhancing the experience of future attendees. The success of the brand is irrevocably linked to the smooth management of the event. Favourable feedback from attendees could generate positive publicity, thereby bolstering the brand's visibility and recognition, as well as engendering customer loyalty, thus fostering the likelihood of customers attending future events and making purchases from the brand. Organizing an event is an arduous undertaking that necessitates the event coordinator to possess the requisite aptitude and expertise to ensure a triumphant event. Proficient communication, scrupulous attention to detail, and adeptness in handling unforeseeable predicaments are pivotal proficiencies in event coordination. Furthermore, event organizers must possess a profound understanding of the target audience and market trends to develop

an event that resonates with the attendees. Audience management plays a crucial role in the triumph of fashion events in India, involving the fulfilment of the needs and expectations of the attendees. Providing a comfortable and convenient milieu with sufficient amenities, such as seating arrangements, restrooms, and refreshments, contributes significantly to a positive experience for the attendees.

Fionda and Moore (2009), found fashion events in India are attended by a multifarious audience, consisting of fashion enthusiasts, industry experts, media personnel, and influencers. Managing the audience is an indispensable task as it ensures that all attendees have an affirmative experience, regardless of their background or interests. Venue selection is a crucial aspect of audience management. The venue must be easily accessible, and the seating arrangements should be capacious and comfortable enough to accommodate the number of attendees. Furthermore, it is imperative to provide suitable amenities such as restrooms, refreshments, and parking facilities. Crowd control is another vital aspect of audience management, especially since fashion events in India can attract a massive crowd. Efficient crowd control measures like deploying security personnel, barricades, and flow management techniques can guarantee that attendees have a secure and comfortable experience.

Caniato, Caridi, Crippa, and Moretto (2012) found that audience management encompasses several vital aspects, including effective communication. Attendees must be kept up to date on the event's schedule, venue, and any modifications to the program. Precise and transparent communication is essential to prevent any ambiguity and guarantee that attendees are fully aware of all aspects of the event. In addition to this, audience management also involves offering compelling and captivating content. It is crucial to provide attendees with an enjoyable experience that captivates them throughout the event. The event can be made more entertaining by including fashion shows, music performances, and interactive sessions, which can all contribute to keeping attendees engaged. Attendee feedback is a pivotal element of managing the audience experience. It is crucial to provide a platform for attendees to share their thoughts on various aspects of the event, such as the venue, facilities, and content. The insights gleaned from such feedback can be valuable in identifying areas for improvement, leading to a better experience for future attendees. In the context of fashion events in India, securing sponsorship is an indispensable factor for success. It not only helps finance the event

but also enables organizers to create a lavish and unforgettable experience for attendees. Typically, in India, high-end luxury brands serve as sponsors for fashion events, and their association with an event can significantly enhance its prestige and reputation. Sponsorship provides the necessary financial support for event organizers to defray the expenses associated with arranging a fashion event, including venue rental, lighting, sound, stage production, and other crucial expenses. Furthermore, luxury brands can exhibit their products and services to a specific audience of fashion enthusiasts and industry professionals. The affiliation with a luxury brand can remarkably elevate the prestige and reputation of a fashion event held in India. Luxury brands are typically related to exclusivity, sophistication, and elegance, and their involvement with an event can amplify the event's overall perception. Moreover, the brand association can entice a more prosperous and discerning audience, thereby augmenting the event's overall image and expanding its outreach. Sponsorship confers a lucrative opportunity for premium brands to captivate their target audience. Fashion events serve as an excellent avenue for brands to exhibit their latest offerings and services and furnish an exclusive encounter for attendees. Beyond this, the luxury brands can leverage fashion events to erect brand recognition, evoke interest, and elicit leads for their goods and services. By contributing sponsorship, luxury brands are eligible to receive sundry advantages, such as increased brand exposure, amplified media coverage, and networking prospects. Fashion events in India receive extensive coverage from the media, and luxury brands can harness this extensive coverage to augment their visibility and reach. Sponsorship can offer valuable opportunities for luxury brands to connect with industry insiders, fashion aficionados, and other significant stakeholders. When it comes to hosting a fashion event, the choice of location is a critical factor that can impact its success. A well-selected venue can provide attendees with a comfortable and convenient environment, heightening their overall experience and leaving a lasting impression. To achieve this, accessibility is paramount. It is crucial to choose a location that is easy to reach and preferably situated in a central area with excellent public transport links. Failure to do so could discourage attendance, negatively impacting the event's outcome, particularly if the venue is located in a remote area. The capacity of the location is a paramount consideration when planning a fashion gathering. The venue ought to be sizable enough to house the expected quantity of attendees with ample room. If the space is too cramped, the participants may sense claustrophobic, leading to discomfort and an unfavorable experience. Conversely, if the venue is excessively spacious, it may engender a hollow atmosphere, detracting from the event's ambiance. Moreover, the

site's amenities are crucial to ensure a satisfactory experience for the participants. The location should be furnished with adequate facilities such as commodious seating arrangements, hygienic restrooms, and appetizing refreshments. The seating arrangements should be cozy and offer an unobstructed vista of the runway or stage. The lavatories should be properly maintained and effortlessly accessible. Attendees should have access to delectable refreshments, either as a part of the admission price or for acquisition at the location. The milieu of the location plays a pivotal role in the triumph of a fashion affair. It is essential that the setting offers a suitable backdrop for the occasion that enhances the fashion show's vibe and character. The illumination, acoustics, and stage production must be meticulously orchestrated to amplify the milieu of the event and leave a lasting impression on the guests.

Objective: To find the critical success factors of fashion events in India

Methodology: This study is descriptive in nature in which the data were obtained from the 185 respondents who focus on event management in India. The major business area covered in the study was fashion and event management companies. A checklist question was used to analyse and interpret the data. In a checklist question respondents choose “Yes” or “No” for all the questions.

Data Analysis and Interpretations:

Table 1 Critical Success Factors of Fashion Events in India

SL No.	Critical Success Factors of Fashion Events in India	Yes	% Yes	No	% No	Total
1	Advertising the event through diverse channels, such as print media, electronic media and social media	154	83.24	31	16.76	185
2	Management of the occasion, which involves diverse facets such as planning, execution, and post-event evaluation	143	77.30	42	22.70	185

3	Proper initiation of the event planning process	168	90.81	17	9.19	185
4	Assessment of feedback received from attendees, sponsors, and stakeholders, seeking to identify the areas of the event that require improvement	163	88.11	22	11.89	185
5	Venue selection is a crucial aspect of audience management	157	84.86	28	15.14	185
6	Audience management encompasses several vital aspects, including effective communication	173	93.51	12	6.49	185
7	Insufficient infrastructure, limited skilled labour availability and inadequate financing	142	76.76	43	23.24	185
8	Securing sponsorship is an indispensable factor for success	159	85.95	26	14.05	185

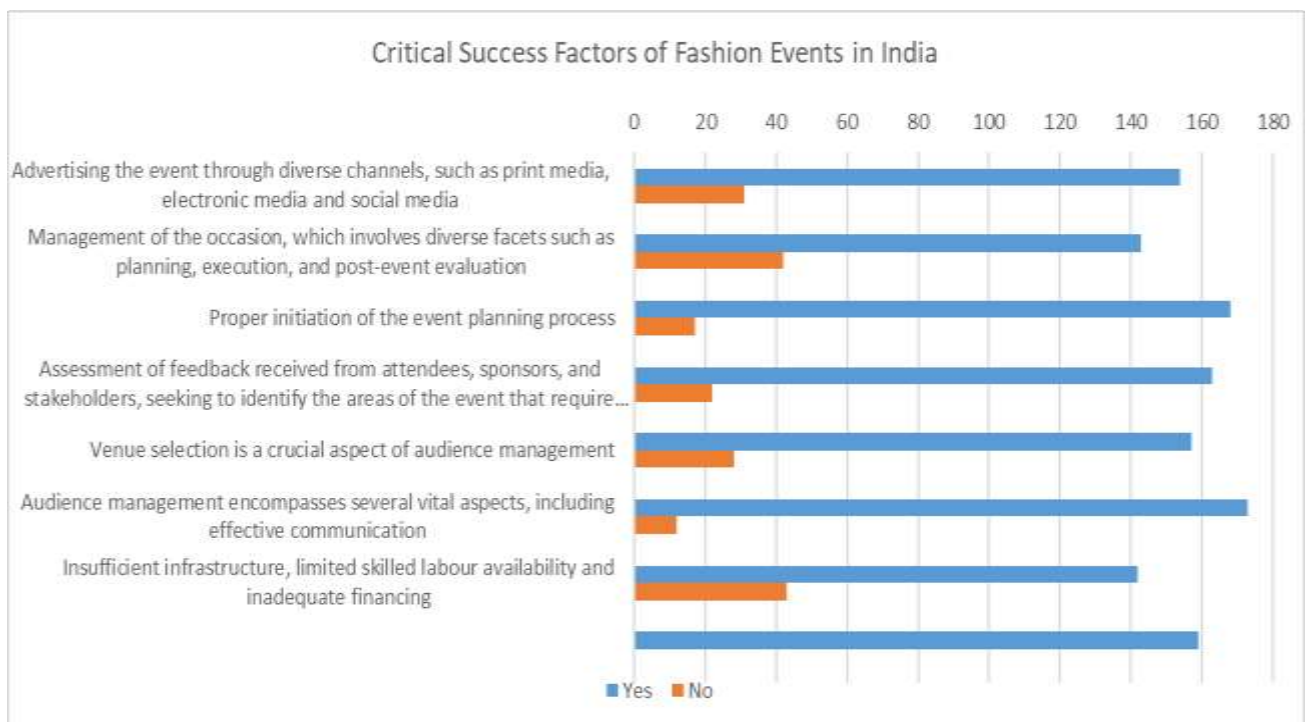


Figure 1 Critical Success Factors of Fashion Events in India

Table and Figure 1 show the critical success factors of fashion events in India. It was found that around 93.5% respondents accept that audience management encompasses several vital aspects, including effective communication, proper initiation of the event planning process (90.8%), assessment of feedback received from attendees, sponsors, and stakeholders, seeking to identify the areas of the event that require improvement (88.1%), securing sponsorship is an indispensable factor for success (85.9%), venue selection is a crucial aspect of audience management (84.8%), advertising the event through diverse channels, such as print media, electronic media and social media (83.2%), management of the occasion, which involves diverse facets such as planning, execution and post-event evaluation (77.2%) and insufficient infrastructure, limited skilled labour availability and inadequate financing (76.7%).

Conclusion

The empirical study on critical success factors of fashion events in India provides valuable insights for event management organizations to enhance their planning and execution strategies. The study highlights the significance of factors such as effective marketing, innovative event design, strategic partnerships, and quality customer experience, which can positively impact the success of fashion events. Furthermore, the research identifies the challenges faced by event organizers in the Indian context, including limited infrastructure, inadequate funding, and regulatory hurdles. By addressing these challenges and leveraging the critical success factors, event management organizations can create memorable and impactful fashion events in India. Overall, this study can serve as a guide for event planners and organizers seeking to enhance their effectiveness and efficiency in delivering successful fashion events in India.

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