

# Assessment of Quality, Satisfaction and Behavioral Intentions of Attendees at the International Street Food Festival, Bhubaneswar, Odisha

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## Abstract

The Concepts of customer satisfaction, behavioral intentions and service quality are three cornerstones into study related to marketing. These core constructs have successfully established various theoretical & practical issues related to consumer behavior researchers. Over the years, these have been tested in various social settings across businesses. But in today's globalized era as the marketplace is both volatile and dynamic we need to find new insights into the applicability of service quality as well as behavioral intentions. In this regard, this study was conducted at the 16 days long International Street Food Festival organized as the Dot FEST / (Bhubaneswar City Carnival) in the back drop of Men's Hockey World Cup 2018 at India's foremost smart city & state capital of Odisha, Bhubaneswar. Total 226 valid questionnaires composed through purposive sampling by the guests at the International street food festival. As per analysis, it was uncovered thought the event was quite a hit amongst the respondents, but still there lays many areas where improvements can happen.

## Article History

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## I. Introduction:

Wikipedia defines festivals as the events celebrated by the specific communities revolving around the characteristics of that community, religion or culture. They are the basic element of

social the travel industry ("Chang, 2006 & Getz, 2008"). Often, the culture and traditions of a destination are developed and promoted by the destination marketing organizations to attract and enhance the visitors' experience which is why the

festivals are time and again recognized as epicentre of cultural tourism with exceptional structures (Formica & Uysal, 1998). Particularly, the social celebrations give ample opportunities to exhibit the traditions, ethnicity, heritage, as well as the cultural landscapes of the destination ("McKercher et al., 2006"). They also boost esteem of the local population apart from providing plurality of amusing occasions (Long and Perdue, 1990).

On a similar note, the food festivals are the carnival where food plays the central role. It is defined as an opportunity to appreciate food and experience the nearby culture (Zhang, 2009). They also plays major role in promotion of target & thereby fascinating the guests ("Cohen & Avieli, 2004"). The history of food is a very long and exciting journey which dates back to the very beginning of human civilizations. Initially it started it off as an essential needed for the survival of the human race, with the increase in production, supplies and varieties, the demand for indulgence, taste and varieties increased and thereby the transformation from farmers markets to lavish country fair arrived at the scenario. If we search in the history pages, the earliest country fairs dates back to 1779 (the Smithfield Show) in London and 1794 (the Royal Cornwall show) amongst which the later is still being celebrated today. ([www.foodfestivalfinder.co.uk](http://www.foodfestivalfinder.co.uk)). Though the concepts of food festivals are there since long, however it is only after the great wars, they become the fastest growing types of events in terms of numbers, diversities and popularity ("Getz, 2008, and Yang et al., 2011"). But real question that lies here is to make these festivities sustainable which will definitely contribute towards enhancing the destinations' image, promote cultural tourism on a global scale as well as help in achieving profitability in long run. In this regard, the understanding of the antecedents towards the successfulness of the event is a must.

In spite the immense popularity as well as development in food festivals in current days, there is a very little effort towards the concepts of assessing emotions, festival image, satisfaction and loyalty levels towards the festivals. From the earlier studies conducted in this field, visitors' satisfaction and loyalty has emerged as important indicators of successful development of destinations. Thus, customers' devotions are grossly familiar with major elements by success aimed at the businesses. If we go by the literatures in this regard, the festival quality, authenticity, value, trust and satisfaction scores of the visitors have emerged as the key ingredients towards enhancing the revisit intentions of the customers ("Grappi and Montanari, 2011, Lee, 2014 and Mason and Paggiaro, 2012").

Therefore, in order to map the successfulness of the events and better understand the factors leading to the revisit intentions of the attendees, this research has been conducted during the 16 days long dot fest organized in the backdrop of Men's Hockey World cup 2018 in Bhubaneswar, Odisha. The city carnival was conducted to exhibit the cultural heritage of the city as well as to showcase it as a global destination in front of the visitors from around the world. Samples were collected from the three renowned private teaching hospitals situated in the city where we have attempted to evaluate the impression of the patients towards the social insurance offices. The SERVQUAL model was utilized to catch the recognitions and desires for the patients. Tests were gathered haphazardly from the guests desired the nourishment celebration where we have attempted to survey the view of the patients towards the celebration quality. The popular SERVQUAL model was utilized to catch the observations and desires for the respondents towards the quality parameters of different parts in the occasion.

Consequences of the investigation uncovered that however, the guests to the occasion were some way or another happy with the administration quality offered there; still they have to proceed as far as

accomplishing genuine consumer loyalty. The discoveries of this examination are relied upon to give the constant criticisms of the clients visiting the fest just as help and guide the celebration coordinators to delineate their improvement headings of administration quality administration. The interesting methodologies are made herewith so as to upgrade the guests' encounters.

## II. Literature Review:

**Service Quality:** On the off chance that we pass by the book definitions, the term administration quality develops as the shared activities / performances which don't results in ownership but enhances the satisfaction levels amongst the users (Martinez, 2001). Some social science researchers have defined it as the amalgamation of technical (What is offered?) quality and functional (How it is offered?) quality ("Gronroos, 1984; Andaleeb, 1998; Yousapornpaiboon & Johnson, 2013"). It might likewise be characterized as the distinction between the clients' desires before profiting the administrations and clients' recognitions in the wake of benefiting the administrations (Parsuraman et al. 1988; Wang and Shieh, 2006). Further, it can likewise be stretched out as the worldwide assessment or disposition of the general greatness of items and administrations (Parsuraman et al. 1985). Additionally, it very well may be characterized as the way toward meeting or surpassing the desires for the clients (Nitecki and Hernon, 2000). Throughout the years, through various examinations, the term administration quality has been determined as the key driver of supportability in business which is pivotal for the general achievement of the business. On the off chance that we examine the advantages of administration quality it focuses towards a key that opens the capability of the brand just as the organization in general by giving consumer loyalty, gaining productivity, decreases in costs, increment in pieces of the overall industry, improved corporate relations, and along

these lines upgrading the corporate picture (Samal et. al 2018).

**Customer Satisfaction:** In behavioural science, the customers can become satisfied when they will experience a pleasurable state where the product/services availed by them, meet with their expectations and sometimes even supersede them (Samal et. al 2018). The term satisfaction can be defined as an emotional expression that comes out of a service encounter with a company (Westbrook & Oliver, 1981). It is about nurturing the customer expectations and successfully fulfilling them in order to enhance the customer delivered value (Owusu F. *et al.*, 2010). There exists a critical relationship between the service quality and generation of customers' satisfaction which translates into the customer loyalty which grows gradually and remains inseparable for both the service providers and the customers (Akbar & Parvez, 2009). The various research works yielded that provision of good quality parameters are the stepping stones for getting a higher level of customer satisfaction (Agyapong, 2011).

**Customer Loyalty:** Customers' loyalty may explained as the vow & customer desire for re-patronize or repurchase of the products / services that was preferred earlier and acts as an assurance to continue doing so in future irrespective of the situational influences and marketing efforts of competitors as well as substitutes (Oliver, 1997). The re- obtaining conduct of clients must be ascribed to the unwavering idea of the clients. In this manner the client dependability can be characterized as the final result of all encounters through which a client goes during the administration conveyance process (Samal et. al 2018). The greatest advantage of client steadfastness is that it helps in holding clients which contributes towards the expansion in gainfulness of the organization. The reliable clients are consistently the most drastically averse to turn marks on the variables, for example, cost or other limited time contrivances. They

additionally acquire new clients through getting the message out of-mouth advancement and are more affordable to keep up (Yoo & Bai, 2013). Due to the stated importance of customer loyalty, the organizations need to identify the key parameters through which it can be achieved and allocate the resources accordingly to enhance the customer relations and encourage loyalty amongst them (Sayani, 2015). Parameters such as customer satisfaction, trust, commitment, quality, values, brand reputation as well as switching costs always affect the customer loyalty (Pan *et al.*, 2012). From the discussions, we can derive that the administration quality and consumer loyalty are closely linked with achieving the customer loyalty.

#### About Dot Fest 2018:

Amidst of the Men's hockey world cup, 2018 the state government of Odisha had launched the city's first ever multi-disciplinary festival called DotFest (an acronym for food, entertainment, storytelling and trails) with an aim

to showcase music & dance performances, cuisines of the local, state, national and International, and varied forms of Odia arts & crafts. It was a sixteen day long fest organized by the department of tourism in association with the Bhubaneswar Development Authority & Bhubaneswar Municipal Corporation with an aim to promote the rich cultural heritage of the city as well as to promote it as a global destination attracting foreign tourists.

Within the DotFest, the International street food festival was one of a kind, with spectacular exhibition of food from across the globe. A total of 23 food stalls serving every kind of palette ranging from authentic local, to national and International delicacies were organized. All famous hotels, restaurants and 2 top hotel management institutes of the state had participated in the event. While some of the chefs were in-house, some were flown from overseas like Malaysia & Japan in order to make the street food specialty of their country as authentic as possible.

**Table 1: Details of Participants in the Food Festival**

Organization	Local Cuisine	National Cuisine	International Cuisine
Swosti Group of Hotels	Egg Chop, Chungudi Chop, Keema Chop	Gujarat	Spain
Mayfair Group of Hotels	Samosha, Bread Chop	Andhra Pradesh	France, Ireland
Hotel New Marriion	Pakodi, Baigani, Pakoda	Uttar Pradesh	Italy, Australia
IHM - Institute of Hotel Management, BBSR	Piazi, Mugapiazi, Gulgula	Kerala	England
The Ranch	Mutton Chop, Chicken Pokada	Bihar	Spain
Bhookaa	Mudhi Mansa, Jhal Mudhi	Madhya Pradesh	Turkey, Egypt
Pipul Hotel & Resorts Padmaja Premium	Dahi Vada, Kanji Vada, Alu Dum	Mumbai (Maharashtra), Marwadi	Mongolia
Crown Hotel	Thunka Puri, Chena tarhari	Rajasthan	Malaysia
Hotel Trident	Rolls	Tamil Nadu	Argentina
Michael's Kitchen	Chudakadan, Malpua, Dalma, Chitta Pakodi with Chai	North East	France, Netherlands, India
Aangan	Chat, Kachory Chat	Himachal Pradesh	England, India
Hotel Suryansh	Chitau Pitha, Chunchi Patra	Punjab	China

Moody Blues	Mutton Chop, Prawn Chop	Uttarakhand, West Bengal	Turkey, Egypt, Belgium
Hotel Seetal	Mungbara, Rasbara	Jammu & Kashmir	France, Argentina
Hotel Empires	Samosha, Baigani, Dahi Vada, Alu Dum	Punjab	Pakistan
VITS Hotel	Veg Chop, Keema Chop	Telangana	Germany, New Zealand
OTDC	Chaula Vada, Biri Vada, Alu Chop, Guguni, Kakra, Dahi Vada, Manda Pitha, Arisha Pitha, Khiragaja, Chena Poda, Jhene Jhally, Rosagola	Odisha	India
Dalma	Odia Food	Odisha	India
Pramod Hotels & Resorts	Dahi Vada, Thunka Puri, Chena Tarkari		China, UAE
Sandy's Tower	Rolls	Chattisgarh, Andhra Pradesh	Japan, Thailand
School of Hotel Management - SOA Deemed to be University	Patra Poda	Maharashtra	Mexico
Bocca Cafe	Patra Poda		Italy
The Shade	Cold Drinks, Beverages & Water		

*Source: Researcher's Own Compilation*

### Objectives:

Major objectives are to survey the purposes behind benefiting human services administrations at a specific emergency clinic, measure the degrees of fulfillments of the clients, map the sentiments of the clients, to decide the holes between the desire and discernment scores just as to look for proposals for development of the medicinal services administrations.

### III. Materials & Methods:

The research was carried out in Bhubaneswar with sampling done amongst the

visitors at the food festival conducted in the city carnival known as DotFest between 1<sup>st</sup> December 2018 to 16<sup>th</sup> of December 2018. A seven point likert scale was utilized to catch the recognition and desire scores of the respondents. The complete examples taken were 226 led through comfort inspecting. The objective populace having a place with SEC A, B and C were just considered. The spellbinding measurements of the investigation is given herewith.



**Analysis & Interpretations:**  
**Table 2: Profiling (Demographic)**

Parameters	Profiles	Nos.	Percentage
Gender	Male	132	58.41
	Female	96	41.59
Area	Urban	190	84.07
	Rural	36	15.93
Socio-Economic Classifications	SEC A	158	69.91
	SEC B	56	24.78
	SEC C	12	5.31
Age	15 to 20 years	22	9.73
	21 to 30 years	82	36.28
	31 to 40 Years	52	23.01
	41 to 50 Years	25	11.06
	More than 50 Years	45	19.91
Educational Background	No formal education	6	2.65
	School - 5 to 9 years	21	9.29
	School - SSC / HSC Passed	32	14.16
	Undergraduate	56	24.78
	Graduate / PG - General / Professional	111	49.12
Marital Status	Unmarried	65	28.67
	Married and without Children	38	16.81
	Married with Children	93	41.15
	Widowed / Divorced / Separated	8	3.54
	Older Couple Staying Alone	22	9.73
MHI (Monthly Household Income) in Rs.	Less than Rs. 10000	7	3.10
	Rs. 10001 - Rs. 20000	25	11.06
	Rs.20001 - Rs. 30000	35	15.49
	Rs. 30001 - Rs. 40000	87	38.50
	Rs. 40001 - Rs. 50000	44	19.47
	More than Rs. 50000	28	12.39
Type of Visit	First Visit	164	72.57
	Repeat Visit	62	27.43
Average Spending per visit in Rs.	Less than Rs. 200	12	5.31
	Rs. 201 to Rs. 400	62	27.43
	Rs. 401 to Rs. 600	95	42.04
	Rs. 601 to Rs. 800	25	11.06
	Rs. 801 to Rs. 1000	22	9.73
	More than Rs. 1000	10	4.42

*Source: Primary data*

Table 2 reveals about the demographic profiles of the respondents across various parameters.

- ✓ Out of the absolute 226 respondents, 132 (58.41 percent) were guys where as 96 (41.59 percent) were females.
- ✓ 84.07 percent of individuals had a place with urban zones pursued by 15.93 percent of individuals from the rustic regions.
- ✓ If we investigate the social strata, out of the 226 individuals, around 69.91 percent of individuals had a place with the SEC A, trailed by 24.78 percent in SEC B and 5.31 percent in SEC C.
- ✓ Age shrewd, larger part of the guests were between 21 to 30 years (36.28 percent of the complete populace) trailed by 23.01 percent of

individuals in the age gathering of 31 to 40 years. Around 19.91 percent of the individuals were in the age gathering of more the 50 years, trailed by 11.06 percent of individuals in the gathering of 41 to 50 years and 9.73 percent in the age section of 15 to 20 years.

- ✓ The most elevated education rate had a place with the gathering of experts (counting UG/PG) with 49.12 percent. 24.78 percent of individuals were students (College understudies) where as 14.16 percent of individuals had passed tenth sheets. Just around 11.94 percent had capability beneath registration classification just as with no proper instruction.

- ✓ Around 57.96 percent were hitched with or without kids pursued by 28.67 percent who were unmarried. 9.73 percent were more established couple who stayed alone at home and 3.54 were in the classification of bereft/separated/isolated from their life partners.
- ✓ If we center around the month to month family unit salary, around 38.50 percent of populace were in the pay gathering of Rs. 30,001/- to Rs. 40,000/- Only pursued by 19.47 percent of individuals in the scope of Rs. Rs. 40,001/- to Rs. 50,000/- Only, 15.49 percent of individuals in the pay scope of Rs. 20,001/- to Rs. 30,000/- Only, 14.16 percent of individuals were having pay under Rs.20,000/- Only every month and around 12.39 percent of individuals are having salary in overabundance of Rs. 50,000/- .
- ✓ 27.43 percent of the respondents were the recurrent clients visiting the occasion where as the rest 72.57 percent individuals were seen as the newbies.
- ✓ When got some information about the normal spending per visit to such an occasion, around 42.04 percent said they as a rule spend between Rs. 401/- to Rs. 600/- Only per visit though 27.43 percent of individuals said that they typically spend between Rs. 201/- to Rs. 400/- Only while visiting an occasion. Around 11.06 percent said they for the most part spend between Rs. 601/- to Rs. 800/- though around 14.15 percent said they as a rule spend more than Rs. 800/- . An insignificant 5.31 percent of individuals said their spending in such occasions generally confined to underneath Rs.200/- classification.

### Reasons for visiting the Event

**Table 3: Reasons why people visited the Event**

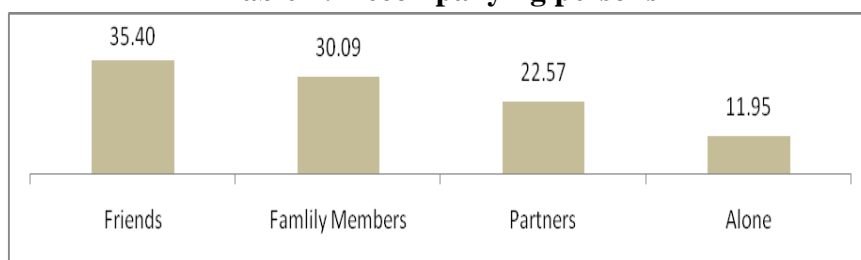
Reasons for Visiting the Place	Nos.	Percentage
To relive stress and	153	67.70

enjoy the festivity with my family/partner/friends		
The tastes & varieties of food items available	109	48.23
To gain ideas about new recipes	85	37.61
Pride & identity of hosting world class events	72	31.86
Engaging entertainment events	70	30.97
To meet celebrities	70	30.97
Networking and socialising	65	28.76
Due to excitement & satisfy curiosity	65	28.76
To expand knowledge about gastronomy	65	28.76
To meet & talk to professionals in the industry	55	24.34
To gain new professional contacts & gain future businesses	42	18.58

Source: Primary Data

Various aims for which they were visiting events were asked, maximum percentage approximately 67.70 was found towards the relieve of stress by unwinding & enjoyment of the festivity followed by factors such as excitement of tasting varieties of food items at one place (48.23), gain knowledge towards the gastronomy (37.61), feeling of proud & nativity (31.86) and entertainment services (30.97).

**Companion for the Event**  
**Table 1: Accompanying persons**

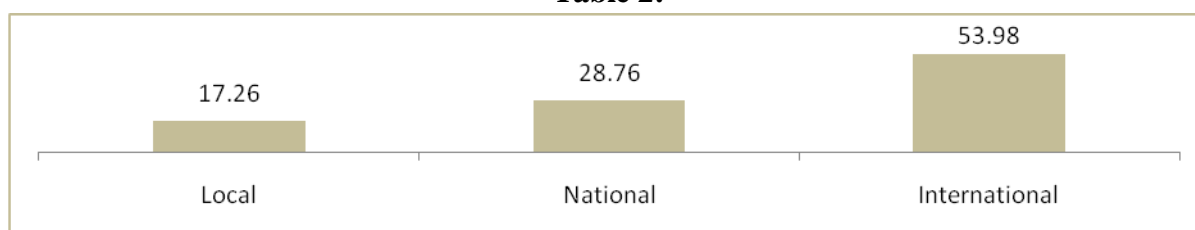


Source: Primary Data

When examined around accompanying person for event, around 35.40 were visiting with their friends followed by 20.09 with their family

members, 22.57 percent with partners whereas only around 11.95 percent were visiting by themselves (alone).

**Cuisine preferences**  
**Table 2:**



Source: Primary Data

When asked about their preferred cuisines, around 53.98 mentioned it as the international cuisines followed by 28.76 percent who preferred food from other states within India whereas only 17.26 percent of people stick to the local delights.

**Preferences towards the International Cuisines:**  
**Table 1:**

Sl.	International Cuisines	Nos.	Percentage
1	Mexican (Mexico)	129	57.08
2	Chinese (China)	112	49.56
3	Indian (India)	110	48.67
4	Emiratis (UAE)	93	41.15
5	French (France)	90	39.82
6	Turkish (Turkey)	90	39.82
7	Spanish (Spain)	89	39.38
8	Italian (Italy)	85	37.61

9	British (England)	84	37.17
10	Thai (Thailand)	80	35.40
11	Japanese (Japan)	78	34.51
12	German (Germany)	71	31.42
13	Pakistani (Pakistan)	68	30.09
14	Irish (Ireland)	62	27.43
15	New Zealanders (New Zealand)	60	26.55
16	Egyptians (Egypt)	58	25.66
17	Malaysian (Malaysia)	55	24.34
18	Mongolian (Mongolia)	53	23.45
19	Argentines (Argentina)	51	22.57
20	Dutch (Netherlands)	48	21.24
21	Belgian (Belgium)	44	19.47

Source: Primary Data



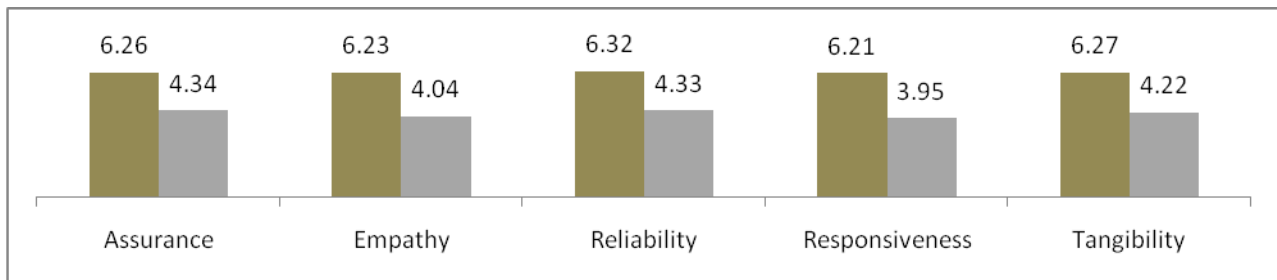
## The SERVQUAL Dimensions (Expectations Vs Perceptions)

Table 3: GAP Analysis of SERVQUAL dimensions

Parameters	Quality Statements	Mean Expectations	Mean Perception	Gap Scores
<b>Assurance</b>	Courteous and friendly behaviour of guides and staffs	6.32	5.32	1.00
	Competent knowledge possessed by the guides & staffs regarding the food & beverage items	6.22	3.96	2.26
	Professional and competent guides and staffs	6.2	4.1	2.10
	Thorough explanations of menu and ingredients as per the queries of the customers	6.29	3.98	2.31
<b>Empathy</b>	Feedbacks from the customers regarding their experiences, expectations and grievances	6.08	3.95	2.13
	Treatment of customers with dignity and respect	6.22	4.15	2.07
	Customers' best interests at heart	6.25	4.35	1.90
	Understanding about the specific needs of customers	6.12	3.8	2.32
	Personal attention given to the customers	6.34	3.88	2.46
	Customers are dealt in a caring fashion	6.37	4.12	2.25
<b>Reliability</b>	The food & beverages sold in the festival site are of very good quality	6.37	4.14	2.23
	Varieties of Food items (Traditional/National/International Cuisines)	6.34	4.52	1.82
	Quantity of Food is good (Portioning)	6.32	4.35	1.97
	Error free and faster billing system	6.2	4.52	1.68
	Cost of various food & beverage services	6.37	4.12	2.25
<b>Responsiveness</b>	Provision of prompt services	6.17	4.05	2.12
	Responsiveness shown by guides and staffs towards the requests, queries & grievances	6.32	3.88	2.44
	Positive attitude shown by the guides and staffs that instil confidence in customers	6.17	3.8	2.37
	Less waiting time for different foods & beverages	6.2	4.08	2.12
<b>Tangibility</b>	Clean and well maintained festival site	6.11	4.42	1.69
	Effective layout of festival site with adequate, safe & comfortable arrangements for food, seating, restrooms facilities etc.	6.26	4.14	2.12
	Space/size of festival site, parking and ticketing booths	6.37	4.02	2.35
	Adequate and safer arrangements for parking and ticketing booths	6.22	4.35	1.87
	Appropriateness of lighting	6.25	4.3	1.95
	Accessibility for differently able persons	6.11	4.05	2.06
	Clear signs of guidance to the festival site	6.38	4.18	2.20
	Sufficient, Safe & Convenient Parking Places	6.35	4.11	2.24
	Accessibility to the site with availability of public transportation services	6.42	4.44	1.98

Source: Primary Data

**Figure 3: Expectations Vs Perceptions**



*Source: Primary Data*

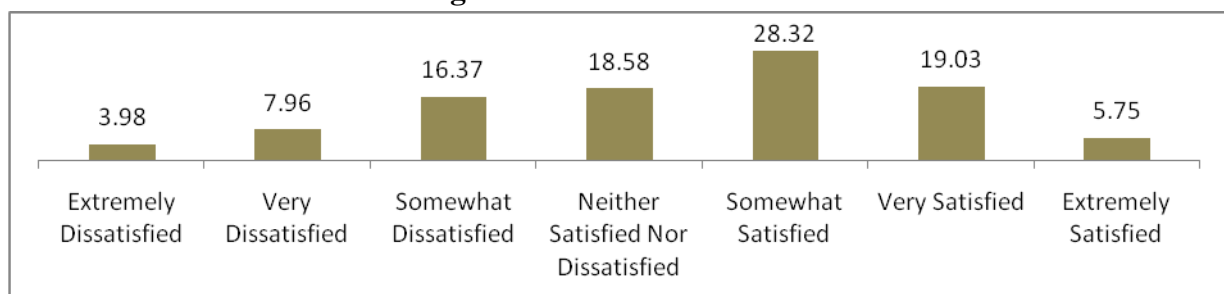
When the gap scores between the expectations and perceptions were captured, considerable gap scores existed between them. Some prominent gap scores can be listed as follows:

- ✓ Lack of competent knowledge towards the serving food & beverage.
- ✓ Thorough explanations towards the menu and its ingredients.
- ✓ Absence of feedbacks systems / grievance procedures.

- ✓ Incapable to comprehend the necessities of the clients.
- ✓ Unresponsive nature of the staffs.
- ✓ Inconvenient arrangement of parking.
- ✓ Higher price of the food & beverage services followed by the others.

Measurement insightful, most noteworthy hole score was found in the responsiveness pursued by different parameters like sympathy, substantial quality, dependability and affirmation.

**Overall Satisfaction**  
**Figure 4: Satisfaction scores**

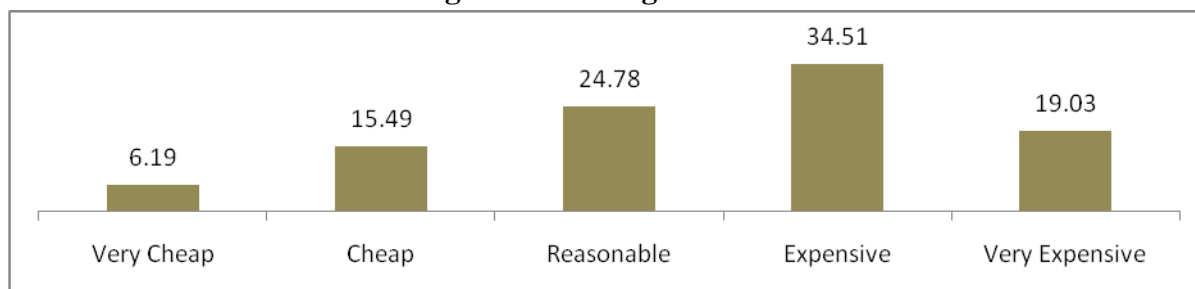


*Source: Primary data*

At the point when the fulfillment scores of the guests were evaluated, around 53.10 percent gave a moderately positive criticism (The consolidated scores of amazingly fulfilled, fulfilled and fairly fulfilled segments) though

around 28.32 percent noticed their fulfillment scores as negative (The joined scores of incredibly disappointed, to some degree disappointed, and disappointed). About 18.58 percent of individuals stayed impartial.

**Price Sensitivity:**  
**Figure 5: Pricing feedbacks**



Source: Primary data

When their concerns towards the pricing options were assessed, around 24.78 found them as reasonable whereas 53.54 percent of individuals saw it as costly (combined scores of

expensive & very expensive) and 21.68 found it to be cheaper (combined scores of cheap & very cheap).

### Attitudinal loyalty

**Table 4: Attitudinal Loyalty**

Sl.	Statements	Mean Scores
1	In general, the quality of this event is high	4.12
2	The Food & Beverage services in this event are better than other such food festivals ever conducted in the city	4.03
3	I will definitely revisit this event	4.08
4	I will say positive things about this event	4.15
5	I will definitely recommend this event to someone who seeks my advice	4.12
6	I will definitely encourage my friends and relatives to visit this event	4.17

Source: Primary data

At the point when we attempted to catch the sentiments of individuals towards the steadfastness levels towards the occasion, generally speaking constructive inputs were gotten as individuals denoted the administrations quality

nearly higher than the occasions of the comparable way. Also, they were fairly inclined towards recommending the event to their near and dear ones.

### Scope of Improvement:

**Table 5: Dislikes**

Sl.	Dislikes / grievances about the event	Percentage
1	Insufficient Seating arrangements	28.76
2	Insufficient supply of water services for hand wash as well as drinking facilities	25.66
3	Overcrowding at the food counters	23.45
4	Absence of shades on the top which caused strong winds & rain waters inside	21.68
5	Inefficient parking & vehicles handling procedures	19.91
6	Longer waiting time at food counters	16.81
7	Absence of feedback system	15.93
8	Inefficient & unprofessional behaviour shown by the staffs at the counters	13.72

Source: Primary data

When gotten some information about the different components disdained by the

respondents through an open ended question, we got the above listed facts like insufficient seating

arrangements made within the venue along with mismanagement in water supplies, overcrowding at the counters, and inefficiency in handling of parking facilities that possess scopes for improvement.

### Way forward:

The prime objective of any business entity is to aptly understand also, fulfill the necessities of the clients just as reliably administration nature of optimal levels in order to achieve customer satisfaction. Those satisfied customers will in turn become the reparative customers that will eventually enhance the image of the event as well as help in earning gainfulness for the coordinators. In such manner, our investigation has uncovered certain territories which can be followed up on and improved so as to create manageability in overseeing effective occasions. A few proposals in such manner are as per the following.

- ✓ As specialist co-ops, we have to make constant efforts to keep in touch with the customers. Hence, regular feedbacks from the visitors have to be taken in an unbiased manner. It also can generate a sense of assurance between the visitors that their grievances are being heard.
- ✓ Issues like overcrowding at the food counters, delay in order fulfilment, streamlining the flow of activities can be addressed by implementing process control techniques.
- ✓ Provision of minimum amenities like sufficient & comfortable seating arrangements, disable friendly infrastructures rest-rooms, arrangement of adequate clean drinking water, nourishment at reasonable expenses and so on are a portion of the measures which can be guaranteed.
- ✓ Tidiness both inside and outside the premises should be ensured.
- ✓ Infrastructural facilities like the covered premises, 24X7 functioning information desk, clear signage and directional sheets (multi

language), convenient & safe parking places etc. need to be provided.

**Source of Support: Nil.**

**Conflict of Interest: None.**

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