



A Review paper on the Impact of Social Influence on Event Attendees of Entertainment Events: with special reference to Face Book

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ABSTRACT

The Social Influence is an influential mode that used by the society surround us to influence for what they have already influenced by others. . In recent years this has been a popular concept which does grab the attention of the practitioners within the corporate world. Given this interest, the current researcher underlining the Face book Influence model intends to assess the relationship between Social Influence via the Face book and the Intention to participate in the context of the Entertainment Events in Sri-Lanka. Further, the literature evidence identified that dimensions of Social Influence namely Like, Comments, Shares, Ease of Use and Usability should be more focused when building a strong Social Influence as they do indicate a high relationship on Intention to participate. Hence, the current research identified that Social Influence is a significant predictor which does affect in manipulating the Intention to participate for Entertainment events in Sri-Lanka.

Keywords: *Social Influence, Intention to participate, Entertainment Events, Face book*

1. INTRODUCTION

Consumer surveys identified that 87% of consumers purchase products related to a brand's once after attending brand sponsored events, confirming the marketing power of events. Despite this growth, innovation in events has been stagnant, and the industry has only recently begun to engage with new technologies to help meet the demand of a more tech savvy event goes.(Hendricks, 2018)

There has also been rapid growth in the world of social media over the past 15 years. According to Kaplan (2010), social media started gaining popularity in the 1990s with the basic blog forums, and by 1995 corporations were utilizing websites. Prior to the development of social media, company websites could only be used as a one-way information channel. As social media has evolved its interface and usability, it has created a convenient and efficient way for individuals and businesses to interact. According to Qualman (2010) a rise in the use of social media has caused a dramatic shift in the way the world communicates.

Consumers can use online sources to obtain product information that are important for their purchase decisions (Wang & Chang, 2013) while social impact has expanded because of utilization of the Internet and web based life from the social brain science viewpoint, social interaction on the Internet has four differences from real life:(a) Users can interact with others anonymously, (b) Physical distance is not important, (c) Physical appearance is not important, (d) Interaction does not need to be simultaneous.(Akar, Yüksel, F, & Bulut, 2015)

1.1. Events

An Event can be define as any incidence or occurrence especially a memorable one; contingency or possibility of occurrence; an item in a program (Ajzen, 1992) and an organized activity at a particular venue, e.g.: for sales promotion, fundraising etc. (Bowdin, Allen, O'Toole, Harris, & McDonnell, 2012). And in other words, an event is something that happens at a given place and time for a reason with someone or something involved.(John-N, 2015). Further certain other school of thought define that event is something occurs, mainly when it is unusual or important. You can use events to explain all the matters which might be going on in a selected situation.(Collins, 2018)

Events include any activity generally considered to provide entertainment, amusement, or recreation as it can be include entertaining guests at nightclubs; at social, athletic, and sporting clubs; at theaters; at sporting events; on yachts; or on hunting, fishing, vacation, and similar trips. A meal is a form of entertainment (Oakley & Bush, 2016)

The potential social value of various types of events (e.g. sport, culture, business events, among others) has been studied from a variety of disciplines (e.g. sport and business management, anthropology, tourism and leisure studies, regional planning, etc.), demonstrating in each case that events are

occasions for (re)affirming or contesting the social order building group and place identity and fostering social networks (Mair & Whitford, 2013)

1.2. Entertainment Events

According to Armstrong (2008) Event management is an effective mixture of creative and technical abilities, essential for the introduction and transport of any live enjoy. In practice, it's far perhaps the maximum thrilling and worthwhile task on this planet. There is nothing pretty like the buzz of turning in a stay 'show' it's far creative, lively, intense and definitely varied.

Being very trendy at the present, event marketing is however not a new phenomenon. In the US and in the whole world, event marketing has existed as long as traditional marketing has been conducted. It is a natural part of the marketing mix, and now goes under the name special events (Eriksson and Hjalmsen, 2000). Effective marketing can attract the 'right' people and the 'wrong' to an event while, it is even more crucial to ensure that the event is supported by sufficient numbers of participants to make it success (Tassiopoulos, 2005). When marketing something purely intangible, such as sporting contest there is a large service involvement (Gunawardane, Munasinghe, & Dissanayake, 2016), In some respects it is far more difficult to market something that the customer cannot take home or physically consume. Thus promotional efforts might suggest that the audience will be entertained and have fun at the event. According to Zeithaml & Bitner (1996) services is a 'deeds, processes and performances', and it suits the event business well, whether it refers to a sporting contest, and clearly places event marketing (Wagen, 2005). In management of the events, public relations have two roles. On the one hand it supports marketing activity in the form of promotions; on the other hand it is also the tool that disseminates non-promotional information to other target publics that are important to the organization. An event's leading aim is to achieve positive coverage on the media for the event without paying for the space or air-time it occupies. Strong relationships with the key media and a range of innovative techniques and tools in order to evoke an attraction are important when trying to create the desired media exposure (Masterman, 2004). Also, According to Dissanayake & Gunawardane (2018) activation driven events do create a social relationship among the brand of the event and the participants for the event.

1.3. Intention to Participate

Indeed, behavioral intention is a solid and specific intention of how a user behaves (Amin, 2013) This intention also captures the efforts an individual is willing to make to develop an action one can expect that a positive attitude (toward a social network in our case) exerts a direct and positive influence on behavioral intention. An individual increases the intention of exerting a behavior if there is a positive affection towards it. These effects are created with attitude. In the present article, behavioral intention will focus on the willingness of an individual to participate in a commercial experiment. This concept

will reflect if the individual (as a social network user) will participate in different types of commercial experiments (prototype product or packaging testing, advertising analysis) Commercial experiments serve as an example of the potential that social networks offer to companies in order to develop useful market studies. Besides, the proposed variable also captures the way through which the user gets the information (Cordero, Santos, & Requejo, 2016).

1.4. Influence on Face book for Decision Making Process of Entertainment attendees in Sri-Lanka.

When making a purchase decision, social influence plays an important role.(Oliver, 1999) As soon as a purchaser has described a list of required functions, he can use the ones to begin attempting to find the proper product. But surfing, looking, and buying a product or a service on e-trade websites is usually a time consuming and irritating project for purchasers. Over 80% of internet consumers have at some point left e-commerce websites without locating what they want.

The deeper nuances of social media use that influence the consumers' Entertainment events Decision Making Process. Participants generally agreed that social media content plays an important role when deciding the best entertainment event/Concert that should be attend to worth enough for their budget. Buying decision process is the logical flow of activities from problem recognition to post-purchase evaluation as a consumer behavior concept. This process might be affect by different influences from the companies or other customers. Other preference can influence during the decision process such as level rationality, personality, outlook or knowledge.

Facebook is a popular social media that has been hypothesized to exert ability have an impact over users' attitudes, intentions, or behaviors.(Moreno, Kota, Schoohs, & Whitehill, 2013), The information generated as a result of user interactions on social networking sites influences how people make the purchase decisions (Wang & Chang, 2013). in step with customers' behaviors are affected not best by means of their personal motivations but also by way of different customers of the clients' online network. Humans tend to comply with others' selections as opposed to making their personal decisions to lessen the cognitive effort while confronted with an excessive amount of online statistics. In addition, clients search for product and company facts on social media websites because they find these sources extra reliable than information provided by means of marketers.

Table 01 - Decision-Making Process of Entertainment event participants and the Role of Facebook

Decision-making process of entertainment event participants	Role of Facebook(*)
Problem/Need Recognition -Starts with recognizing the need for Entertainment events-Need is activated with	Facebook acts as an inspiration source for consumers' pending Purchases.

internal or external stimulants The magnitude and importance of the problem or need are determined	-Decide with or conform to reference groups
Information Search - facts is both at once searched or not directly gathered with high attention -may be in two forms from client's present memory (which is usually utilized in ordinary decisions or from outside surroundings (that's used due to consumers' consciousness of the risk of purchase. external resources have 4 types: personal sources (friends, friends, followers from social networks, and many others.), non-private resources (articles in newspapers, client reviews, efficient bloggers, and so forth.), experiential assets (watching the Concerts that are specific to a certain music band before) ,social conformity (figuring out based on others' purchases and peer / reference institution stress)	-Facebook acts as a source of information or confirmation for Planned purchase. -Reducing risk
Evaluation of Alternatives - Consists of two components; perception formation (based on the beliefs about products' features) and preference formation (based on the perceptions). - The alternatives in the evoked set are evaluated according to the evaluation criteria.	-Facebook acts as a source for Evaluating the alternatives. -Finding the right alternative
Actual Purchase -Three types of purchase versions in Entertainment events are: trial purchase (a sample purchase before re-purchase), repeated purchase (satisfied consumers will re-purchase), long-term commitment purchase (consumers are emotionally or cognitively committed to participate specific Entertainment events). - The brand, place and quality of the purchase are determined	-Facebook acts as an information source for the place and time of purchase. -Coordinating the purchase
Post-purchase Evaluation -After participating for a certain entertainment event, attendee can be satisfied, not satisfied, marginally satisfied or unsatisfied. -Satisfaction level will affect the future participation and the positive word-of-mouth about the entertainment event - Continuous purchase is ensured if cognitive unconformity is eliminated.	-Facebook acts as a platform for spreading opinions and Experiences. -Generating and sharing experiences, helping others

(Akar, Yüksel, F, & Bulut, 2015)

2. SOCIAL INFLUENCE

Social influence is the change in behavior that one person causes in another, intentionally or unintentionally, as a result of the way the changed person perceives themselves in relationship to the influencer, other people and society in general. (Changing minds Org, 2018). Or Social influence is, the degree of influence that one individual may have on another, may be measured by analyzing various social factors (Christensen & Schiaffino, 2014).

Social influence is a vital concern in experimental social psychology (Ajzen, 1992) The social influence may be defined as “the tactics wherein human beings at once or not directly affect the thoughts, emotions and actions of others”. Social influence is associated with the statistics about different people, and it can no longer always manifest through face-to-face interactions. In comparison with the beyond (when people’s influence turned into restricted to their slim social circle), social have an impact on has broadened due to use of the net and social media. from the social psychology perspective, social interaction on the net has four differences from actual life: (a) customers can interact with others anonymously, (b) bodily distance isn't crucial, (c) physical look isn't crucial, (d) interaction does no longer want to be simultaneous.

2.1. Sources of Social Influence

Social influence sources can be managed two measurements: social ties, which can be named solid or powerless, and media (i.e., media pages on Facebook). The social impact between the individuals from a gathering can trigger people to amend their estimations and influence the astuteness of the group. Individuals adjust to social impact that originates from a few sources including peers they don't perceive or even immaterial reference gatherings. According to Song and Kim, (2006) social influence from internal referents is related to family, friends, and colleagues. Further Song and Kim (2006) explain emphasized external referents and saw that under specific conditions utilizing outer referents to clarify singular practices is all the more ground-breaking. In PC intervened interchanges, when a typical social character is shared by the communicators, they turn out to be more helpless to assemble impact. Clients on Facebook can build up various kinds of connections by grouping "companions" with respect to their closeness level running from "dear companions" to "companions of others"(Sosik & Bazarova, 2014). These friendships on Face book typically contain clear social ties. Different types of social ties have different effects on purchasing decisions. For instance, messages from strong ties (e.g., close friends) have more effect on the decision maker than messages from weak ties (e.g., acquaintances). As stated by Yadav, Valck, Hennig-Thurau, Hoffman, and Spann, (2013)“social influence increases with tie strength,” and tie strength between communicators is an important factor for creating awareness in online social networks. Face book was intended for people toward the start, however later firms and brands were empowered to make Face book pages. Face book pages empower organizations to share

their news and friends data. These pages can be utilized to illuminate buyers or fans about occasions and exceptional advancements. Corporate Face book page adherents may either inactively watch exchanges or effectively express their feelings (Lillqvist & Louhiala-Salminen, 2014). Event management teams that are into entertainment industry can use Face book as a communication way to connect with their fans, promote their events and sell licensed products.

3. CONCLUSION

The term “social influencers” has been coined to represent individuals who have a significant following on social media especially on Facebook. With a large audience seeing these influencers’ posts each day, they’re often targeted by businesses to promote events. But regardless of whether the influencers’ posts are sponsored or not, their content has a large effect on participation decisions for events.

Current research represents the Sri Lankan Entertainment industry especially live performance of musical shows and it could be extended to other industries as well, Current research only analyses the key factors (Social Influence and Intention to participate) of the research problem and it could be further analysed by using moderating factors like demographic features of the respondents such as gender, age and income.

On certain social media platforms, you can create events that you can invite people and update with relevant information, as well as potentially gauging interest and future attendance. Face book events are one of the most frequently used event features used on social media. With Face book events, you’ll see whether users say they’re going, “maybe” going, or not going, as well as how many were invited. It’s no surprise that you’ll want to post frequently and across as many platforms as possible to boost event attendance. After all, the more posts you have, the more hype you’ll create, and the more chance new people will see it. You want to post relatively frequently about your upcoming event so people learn about it and don’t forget. You don’t want to spam users every couple hours, with all the solely on the event.

Intention to participate to explore more perceptions related to Entertainment events Social Influence via Facebook is relatively a new concept within marketing environment to the organization for planning events especially within Sri Lanka as the event marketing is more competitive while, this is a solid concept to the managers and scholars. The main aim of the current researcher was to assess the relationship and the impact between Social Influence and Intention to participate with the context of Entertainment events. The Social Influence is a novel concept which is being developed as an influential modern concept within the Sri Lankan context. Having a strong social influence will open up new avenues to the Entertainment events to build up themselves as it will result in loyal entertainment attendee base and further it will enhance their profits as customers will tend to participate entertainment events.

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