

Household events: Ways of economizing on budget

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ABSTRACT

Homemaker plays an important role in event management. They cater the need for systematic and accountable approach which will lead towards actually management of event. Homemakers are the key participants of any household activity, as well as key decision makers in holding certain events at household level. Since the investigator belongs to the Family and Community Resource Management department, it has been observed that homemaker have been increasingly taking up organizing event inside the home and outside. Keeping this in mind a study was conducted to collect information on events organized at household level, the ways adopted by the homemaker for budgeting the events at household level and suggest ways of cutting down on budget for event planning and implementation. The research would be meaningful for the homemaker and event planner. It would bring into focus the budgeting process applied while planning events and how event could be carried on effectively. Since the investigation dealt with event management practices adopted by homemaker, descriptive research study was considered most suitable for the study. The study was conducted in Vadodara city, Gujarat, India. The sample of present study comprised of 60 homemakers from areas of Vadodara city. Purposive sampling method was adopted for selecting the sample. For the present study the data collection was done through questionnaires. Regarding the events organized by the homemaker it was found that majority of the homemakers organized personal events like birthday party and dinner hosting. They also organized festivals such as makar sankranti, holi, rakshabandhan and deepavali and also some religious events like puja, havan and katha. Regarding the ways adopted by homemaker for budgeting the events it was found that majority of the respondents adopted the ways like buying from wholesaler the items for decoration to reduce expenses, keeping the decoration simple, inviting the guests through advanced technological method like whatsapp, searching for many items in the market for a good return gift, utilize the talents of family members wherever possible, organized the events at their own place, decorate on their own, keep the invitation cards simple, make the food on their own, use their own music system for entertainment, and use their own camera or smartphones for the photography.

Key Words : Household events, Budget, Homemakers

INTRODUCTION

Events are central to the way that individuals and society experience life (press.uchicago.edu). All over the world people celebrate through events, with many events having cultural or religious

significance. An event can help to show people they are united and that they belong. Events can motivate us, stimulate our emotions and prompt memories. The positive effects of events are universal across civilizations and are neither specific, to age or gender. Events allow one to relax and unwind in the midst of one's mundane lives. One use events as an excuse to gather with the friends and family that mean the most. As one celebrate an event one allows the stresses of one's life to fall behind and spend time doing things one love. There is something about a great event celebration that reminds everyone of the purpose of one's life and of the power of closest relationships. Household events are the most common events which takes place frequently in our lives. These events rejoice one's life and give them a break from their routine life. The main person involved in either organizing or planning these events are the homemakers. They are the central part of any event. They are the one who plans and budgets the events so that the event can be a flawless one. Budgeting is the main part of planning any event which is well handled by the homemakers.

Budgeting is the process of creating a plan to spend one's money. Creating this spending plan allows one to determine in advance whether one will have enough money to do things one needs to do or would like to do. Since budgeting allows one to create a spending plan for money, it ensures that one will always have enough money for the things one needs and the things that are important. (www.mymoneycoach.co).

Creating a budget for an event is an integral part of planning process, because the size of budget helps determine the event scope and scale one can afford (pocketsense.com). Budgeting keeps the event planner within certain parameters without overextending personal finances. The primary importance of budgeting an event is to provide the balance of quality in the exchange of goods and services. By staying within the budget, one can protect oneself from going into debt. (pocketsense.com).

Event functions as a major development aspect in our cultures, including public events and celebrations, which have been increasing due to increase in leisure time and entertainment spending. Family is the basic unit of the society and it is primarily responsible for the nature and development of its members and to a degree for the quality of surrounding atmosphere and the community in which homemaker lives. Homemaker plays an important role in the life of family.

In today's world the trend of organizing event at home has increased. There are several factors that determine the success of events. The way the homemaker deals with events is known as event management. It may include the objective of event, assigned roles and responsibilities, process followed success factors, standards expected and event handling procedures. But, out of these, budgeting plays an important role in planning the event. Through proper budgeting one can enjoy the event to the fullest and without worry of over expense. The present study focused on kinds of events organized by homemakers and the practices adopted by them in budgeting the event. The researchers have suggested some ways for homemaker as well as common people and students to enhance their knowledge regarding planning and budgeting on event and successfully implementing it.

Objectives:

- To collect information on events organized at household level.
- To find out the ways adopted by the homemaker for budgeting the events at household level
- To suggest ways of cutting down on budget for event planning and implementation

METHODOLOGY

For the present study the investigator adopted the descriptive research design. Two sets of variables were identified for the present study. The independent variables comprised of the respondents age, education level, occupation and the family variables of the respondents as the type of family. Dependent variables comprised of the Ways adopted by the homemaker in budgeting the events. The study was conducted in the Vadodara city, Gujarat, India. The sample of the present study comprised of 60 homemakers selected purposively from various areas of Vadodara city who organized events at the household level. The homemakers considered for the study were those who were working full-time or part-time. Questionnaire was used as an instrument to gather the information from the respondents. The questionnaire was divided into three sections. Section 1. dealt with the background information of the respondents and their family such as age, education level, occupation and the type of family etc. Section 2. dealt with the different events organized by the homemakers at the household level. Section 3. dealt with the ways adopted by the homemakers in budgeting their events. They were asked to respond as 'Yes' or 'No' and the scores were given as 2 and 1. The data were analysed using descriptive statistics such as percentage, frequency and weighted mean.

RESULTS AND DISCUSSION

Section I: Background information of the respondents :

The age of the respondents ranged from 20 years to 60 years. The findings on the age of respondents revealed that majority of the respondents were aged 20 to 40 years (71.6%) and the rest that is little more than one fourth of the respondents were aged 41 to 60 years (28.3%). The mean age was found to be 34.9 years. While analyzing the educational level of the respondents it was observed that about three fourth of the respondents (45%) had their education till graduation level and more one half of the respondents (38.3%) were post graduate and little more than one fourth (16.6%) of the respondents education was below graduate level. The findings for the occupation level of the respondents revealed that majority of the respondents (91.6%) were doing service and very few respondents (8.3%) were doing business. It was found that majority of the respondents (78.3%) lived in a nuclear family and the rest that is about more than one fourth of the respondents (21.6%) lived in joint family.

The Table 1 gives the information about the events organized at the household level. While analyzing the data it was found that wide majority of the respondents organized events like birthday parties (91.6%), and majority of the respondents organized dinner hosting (83.3%) and also some festivals like makar sankranti (78.3%), holi (73.3%), rakshabandhan (88.3%), deepawali (88.3%) and the religious events like puja (81.6%), havan (68.3%) and katha (81.6%). About three fourth of the remaining respondents organized events like anniversary parties (65%), and festivals like janmashatmi (53.3%), ganesh chaturti (56.6%) and navratri (61.6%)

The data revealed that majority of the respondents did not organize events like kittie parties (80%), engagement parties(75%), baby shower(73.3%), haldi functions (66.6%) and mehendi functions (60%). It also showed that more than three fourth of the respondents did not organize picnics (53.3%), and New Year parties (55%).

The Table 2 gives the information about the ways adopted by the respondents for budgeting the events at the household level. It was found that wide majority of the respondents adopted the ways like buying from wholesaler the items for decoration (86.6%), keeping the decoration simple

Table 1 : Frequency and percentage distribution of the respondents according to the events organized by them at the household level

Sr. No.	Events	Yes		No	
		f	%	f	%
1.	Kitty Parties	12	20%	48	80%
2.	Birthday Parties	55	91.6%	5	8.3%
3.	Anniversary Parties	39	65%	21	35%
4.	Engagement Party	15	25%	45	75%
5.	Picnic Party	28	46.6%	32	53.3%
6.	Dinner Hosting	50	83.3%	10	16.6%
7.	Baby Shower Party	16	26.6%	44	73.3%
8.	Festival Gathering				
	Makar Sankranti	47	78.3%	13	21.6%
	Holi	44	73.3%	16	26.6%
	Rakshabandhan	53	88.3%	7	11.6%
	Janmashatmi	32	53.3%	28	46.6%
	Ganesh Chaturti	34	56.6%	26	43.3%
	Navratri	37	61.6%	23	38.3%
	Deepavali	53	88.3%	7	11.6%
9.	New Year Party	27	45%	33	55%
10.	Religious Events				
	Puja	49	81.6%	11	18.3%
	Havan	41	68.3%	19	31.6%
	Katha	49	81.6%	11	18.3%
11.	Mehendi Function	24	40%	36	60%
12.	Haldi Function	20	33.3%	40	66.6%

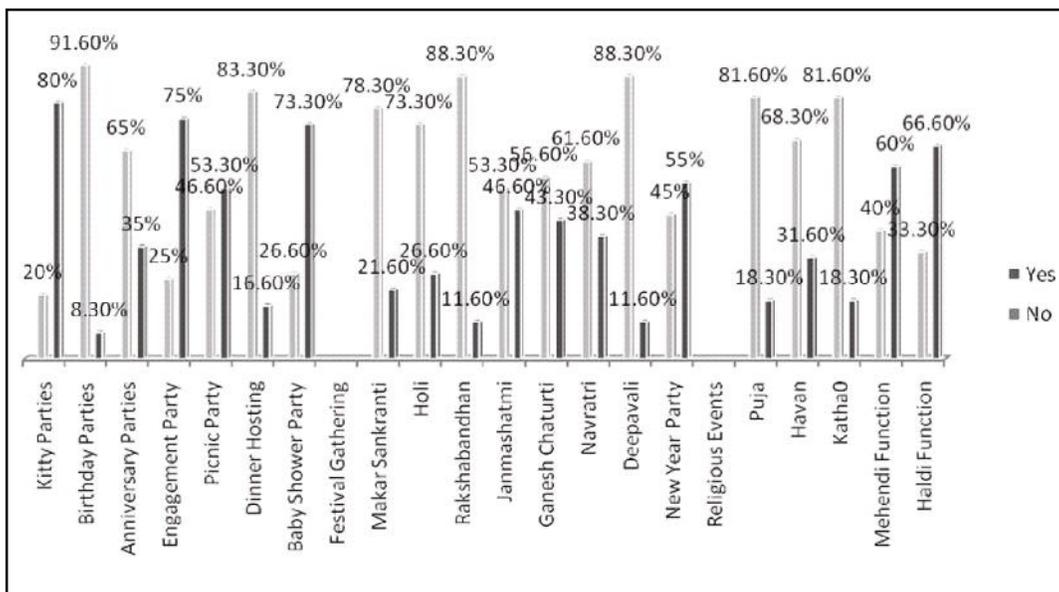


Fig. 1 : Graphical representation of events organized at household level

(80%), inviting the guests through social media apps like whatsapp (93.3%), searching for many items in the market for a good return gift (85%) and utilize the talents of family members wherever possible (86.6%). It also depicted that majority of the respondents organized the events at their own place (76.6%), decorate on their own (66.6%), keep the invitation cards simple (58.3%), made the food on their own(78.3%), used their own music system for entertainment (68.3%), and used their own camera or smartphones for the photography (78.3%).

Table 2 : Frequency and percentage distribution for the respondents according to the ways adopted by the homemaker for budgeting the events at household level

Sr. No.	Statement	Yes		No	
		f	%	f	%
1	Venue				
	If possible I organize event at my own place.	46	76.6%	14	23.3%
	I search for many places for event, so that I could get a best place in low budget.	46	76.6%	14	23.3%
2	Decoration				
	I bring decoration items from wholesalers instead of shops so that I could buy them at low price.	52	86.6%	8	13.3%
	I avoid hiring any person for decoration and decorate on my own.	40	66.6%	20	33.3%
	I keep decoration simple	48	80%	12	20%
3	Food				
	If no. of persons are less I make the food on my own	47	78.3%	13	21.6%
	For serving of food I use the self service method, so that unnecessary money on hiring people for serving can be saved.	45	75%	15	25%
4	Invitation				
	I use the social media mode of communication i.e. through whatsapp or call.	56	93.3%	4	6.6%
	I keep the cards simple	35	58.3%	25	41.6%
	If possible I make handmade cards	18	30%	42	70%
5	Return gift				
	I search for many options to get a good return gift in low budget	51	85%	9	15%
	If possible I make handmade gifts	21	35%	39	65%
6	Entertainment and photography				
	Instead of hiring DJ system I use my own music system.	41	68.3%	19	31.6%
	For photography I use my smartphone or the camera owned instead of hiring the photographer.	47	78.3%	13	21.6%
7	Miscellaneous				
	If the guest are to arrive from outside I plan their tickets in advance, so that I could avail the concession	39	65%	21	35%
	I suggest the guest for carpooling so that the wastage on energy can be saved	46	76.6%	14	23.3%
	If there is any programme for mehendi or tatoo I utilize the talent of family members instead of hiring someone for the same.	33	55%	27	45%
	I involve all the family members in all the work to be done for event instead of hiring someone for help and paying them.	52	86.6%	8	13.3%

Suggestions for budgeting events:

– If possible make handmade cards or gifts. It would enhance ones creativity and also save the money on buying of readymade cards or items for gifts.

- For photography use your own Smartphone or camera. This would save the unnecessary spending on hiring the photographer.
- If someone from the family has the knowledge of making tattoos or designing mehendi use their talent instead of hiring the professionals for the same. This would save your money on hiring the professionals which could be costly.
- If the guests are to arriving from the same place suggest the guest for car pooling. This would save the wastage of energy.
- If the guests are to be arriving from outside plan and book their tickets well in advance. This would help avail the concessions on the ticket and save on money.
- Use own music system for the entertainment instead of hiring the DJ system. This would save money in hiring the DJ system.
- Instead of wasting money on cards for invitation use the social media apps such as whatsapp or telephone for inviting the guests.
- If possible arrange events at home which will save money on hiring a place for event as well as save fuel as there would be no need of travelling from home to any other place.
- For the decorations bring the items from wholesalers and in bulk for savings.
- For return gifts bring the items in bulk which would save money on each item.
- Avoid hiring persons for decoration and try it yourself.
- If possible avoid hiring caterers and try to make the food on your own.
- While arranging the event outside :
 - Avoid table service as it is expensive. Choose buffets as it minimizes the staff and limits choices.
 - Opt for less expensive linens, cutlery and place settings.
 - Limit the menu by limiting to quality choices
 - Find low cost accommodations for the guests.
- Always try to negotiate on things.

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