

# Celebrations – A Study of Personalised & Theme Based Decorations

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**Abstract:** *The event management and decoration sector has seen quite a change over the recent years. From the old, simple ways of celebrating, little by little, people want more and more of personalised and themed celebrations. The factors driving change include consumers' changing lifestyles, increase in disposable income, influence of social media, and the desire to have a memorable celebration. This paper addresses the rising trend of personalised and theme-based decorations and digs into customer likes, points of dis/liking, and aspects that lead to their choices. A mix of research methods survey, interview, and secondary data have been used for the study. Results reveal that customers are looking for creative, emotional, and visually striking event decorations, besides being exclusive. Social media outlets, the budget, cultural values, as well as innovation have been highlighted as the main decision-making aspects. This research has found that customised decorations have a positive effect on customer satisfaction and also on loyalty to the brand of decorators. Some of the suggestions are to get more creative, use digital tools, practice sustainability, and enhance customer engagement.*

**Keywords:** Results reveal that customers are looking for creative, emotional, and visually striking event decorations, besides being exclusive. Social media outlets, the budget, cultural values, as well as innovation have been highlighted as the main decision-making aspects.

## I. INTRODUCTION

People celebrate less for religious purposes or based on the calendar, they celebrate in a way that reflects who they are, what kind of life, and what social standing they have. For example, birthdays, weddings, anniversaries, baby showers, and corporate functions do not simply require the function, food, and music any longer, everything that people could see and feel has to be a whole lot different and quite unusual. As a result, a lot of opportunities have been vacant for decorators and event planners who provide personal and theme-based services.

Due to urbanization, income boosts, and the internet influence, the Indian event industry has been one of the fastest-growing industries. Customers are asking for customised décor like floral themes, neon signs, LED backdrops, balloon artistry, and cultural concepts. Decorations are not just prettifying things but are instruments to strategise, to make customers remember the experience of being present at the event.

Through the study the authors are interested in knowing how personalization can impact customers' satisfaction, influence behavior, and eventually lead to the growth of the decoration industry.

## II. SCOPE AND OBJECTIVES

**Scope of the Study:** The research is limited to Khamgaon city, Maharashtra in terms of location. It involves customers, event planners, and decorators who provide personalised decoration services. The study looks at the trends 2024, 2026 and does not take into account catering, photography, and entertainment unless directly connected with decoration.



### **Objectives of the Study**

- To study changing trends in personalised and theme-based decorations.
- To identify factors affecting customer preferences.
- To analyse customer satisfaction levels.
- To examine the role of innovation and technology.
- To get to the bottom of problems decorators encounter
- To advise on business growth and customer retention strategies.

### **III. THEORETICAL AND CONCEPTUAL REVIEW**

#### **Experience Economy Theory**

- Pine & Gilmore (1999) argued that people want experiences that are emotionally rich and memorable more than just products. Decoration can be a great way to build an inviting atmosphere that complements the occasion of a celebration.

#### **Servicescape Model**

- Bitner (1992) noted that even customers' moods and behaviors can be influenced through the physical surroundings. The venue's decor, lighting, colors, and overall ambiance play a significant role in this.

#### **Co-Creation Theory**

- Prahalad & Ramaswamy (2004) argue that customer value is a joint creation of customers and providers. In decoration services, a customer's choices such as colours, themes, and layouts are what they will ultimately decide.

#### **Aesthetic Experience Theory**

- Berlyne (1971) describes the importance of factors such as newness, allure, consonance, and sensuality. Using decorative themes can be an excellent method to meet these emotional needs.

### **IV. LITERATURE REVIEW**

A number of authors reveal that celebrations have evolved from mainly rituals to profiles of experiences. Platforms like Instagram and Pinterest have a great impact on the design trends. Consumers perceive beautifully designed modern and personalized décor have become the preferences of young people whereas older consumers generally refer to traditional symbolic themes in their choices.

Researches have also underlined in relation to the fact that technology such as AR preview, 3D design tools, digital mood boards and CRM systems are great assets for designing planning accuracy and customer interaction.

Nevertheless, scant research has been done on small local decorators in India and the role of personalization in directly eliciting customer satisfaction, loyalty, and buying decisions. This study aims at addressing this issue.

### **V. RESEARCH METHODOLOGY**

#### **Research Design**

The research study adopts descriptive research design to explore customer preference, satisfaction and market trends.

#### **Research Approach**

A combined quantitative and qualitative methods approach was chosen.

#### **Primary Data Sources**

- Structured questionnaires
- Customer surveys
- Interviews with decorators and event planners
- Case studies

#### **Secondary Data Sources**

- Journals



- Industry reports
- Research articles
- Online databases

**Sampling Method**

We decided to run with purposive non-probability sampling.

**Sample Size**

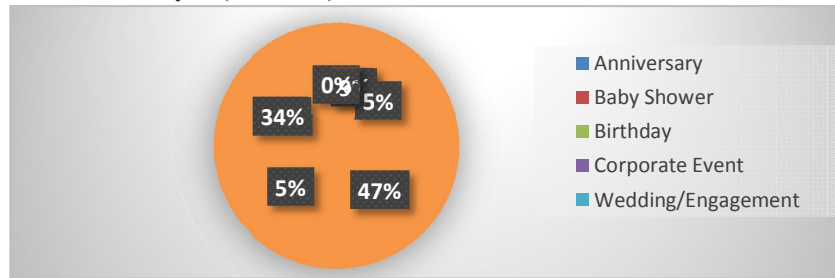
100 respondents from Khamgaon city.

**Tools Used**

- Percentage analysis
- Likert Scale analysis
- Graphs and charts
- MS Excel & Google Forms

**VI. DATA ANALYSIS, INTERPRETATION AND FINDINGS**

**Que.1. Types of Event for which you (customer) hire most of the time decoration services?**

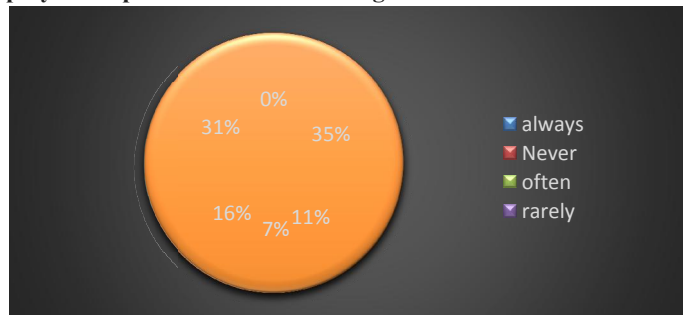


**Interpretation**

Based on the above data, decorations for birthday parties is the most popular event category for which nearly half (47%) of the respondents stated that they get decor service hired. The demand for personalized themes, creative setups, and eye-catching birthday decorations is increasing substantially. Marriages and engagements come after the period with 34%, indicating that customers have a strong desire for large, beautiful and theme-based decorations at significant life occasions.

Only 9% of the respondents chose anniversary parties, baby showers and corporate events got 5% each. In general, the results show that birthday parties and marriages are the main reasons people get decoration services. It points out how nowadays people want celebrations that are not only special and tailored, but that also generate lasting memories.

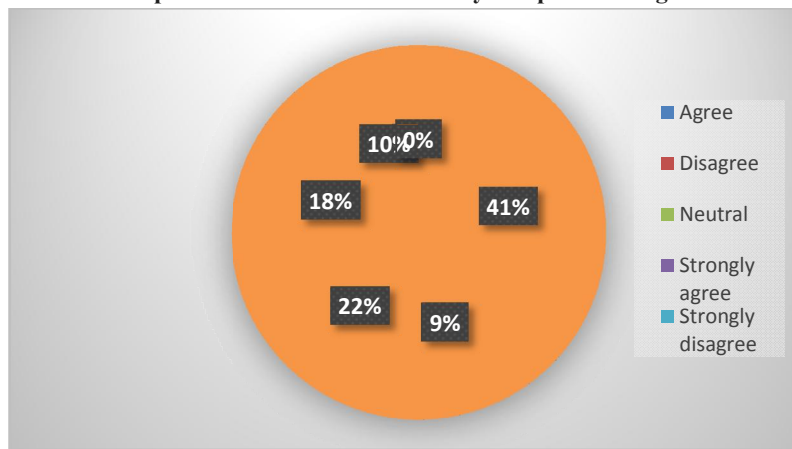
**Que.2. Cultural values play an important role in deciding the decoration theme for events?**



**Interpretation**

Cultural values play a major role in people's choices of decorations, as can be seen in the statistics. The figure of 35% who answered "Always" along with 31% who responded "Sometimes" illustrates that majority of the respondents consider traditions, customs, and family beliefs as factors when choosing decoration themes. The statistics even suggest that cultural aspects not only remain but are very significant today in the era of modern and personalized celebrations. Only 11% of respondents chose "Never," which shows that hardly anyone totally ignores cultural influences. Overall, the findings indicate that traditional customs and beliefs still dominate people's minds when selecting decoration themes and are frequently combined with modern styles to create vector and visually appealing celebrations.

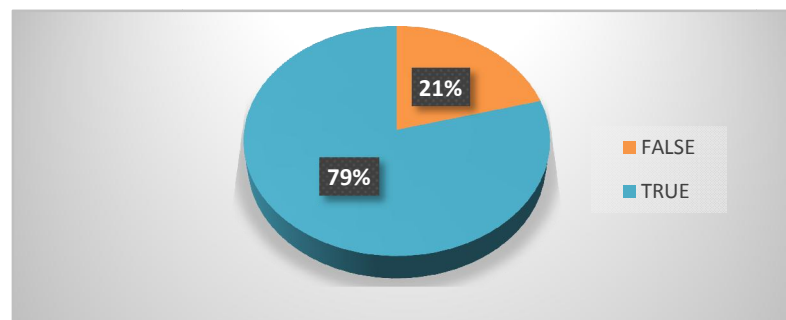
**Que.3. Personalized decorations provide better value for money compared to regular decoration services?**



**Interpretation**

The above data suggest that a large majority of the respondents believe that personalised decorations give better value for money than ordinary decorations. As many as 59% of the respondents agree or strongly agree with the statement which means that customers valuing custom decorations as justified their cost because of their uniqueness, better beauty, and the experience that tends to stay in memory. However, 22% of the respondents chose to be neutral which, up to a point, may indicate that these respondents express mixed opinions or are not sure about how the cost and benefits balance each other. On the other hand, 19% of the respondents disagree or strongly disagree. Probably, this part of the respondents are those who bring up the issue of affordability or consider that customised services are associated with higher costs. Overall, the results indicate that a majority of clients view personalized decorations as a satisfying investment in spite of their relatively higher price.

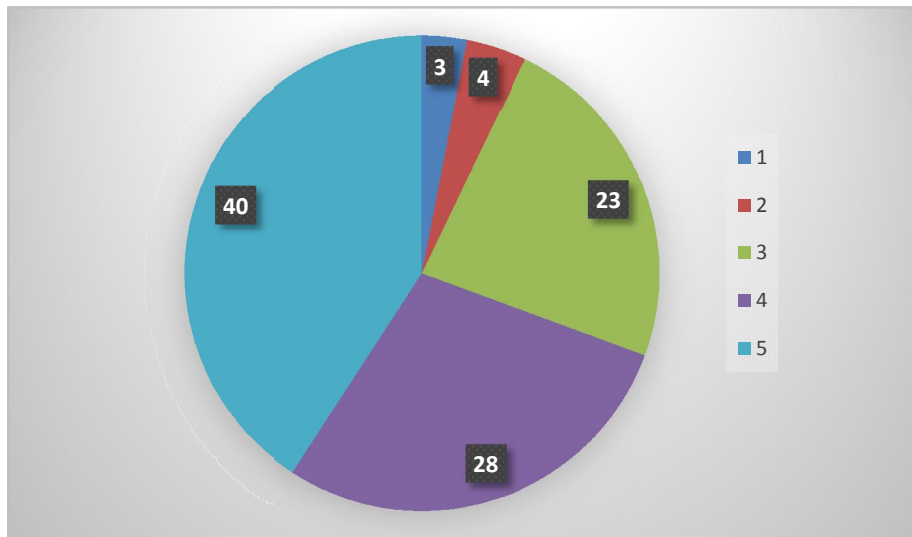
**Que.4. Customized decoration services are often expensive due to material and design requirements?**



**Interpretation**

According to the data above, most of the respondents (79%) think that customised decoration services are costly owing to the usage of specialty materials, one-of-a-kind designs, and additional creative efforts involved in the final execution. This implies that customers mainly equate personalised, theme-based decorations with more expensive ones in comparison to ordinary posing services. While, 21% of respondents disagreed, which shows that some customers might find such services quite reasonably priced or even worth the amount charged. In general, the results point out that cost still is the main factor affecting customer decision, affordability, and the demand for customised decoration services.

**Que.5. Event management firms need to improve communication and coordination with clients?**



**Interpretation**

The given data shows that most of respondents (68%) rated 4 or 5 regarding the necessity of enhanced communication and coordination between event management companies and clients. It aligns very well with the fact that there are strong agreements on the need for effective communication which is a pre-requisite to goal understanding of customer preferences, customer expectation management, and customer satisfaction in the case of personalized and thematic events as well. Only 7% of people gave low ratings which indicates that only a few customers do not regard communication as a significant issue. To sum up, the report shows that good coordination, regular updates, and clear communication with clients are needed to increase customer satisfaction and result in successful celebration experiences.

**Overall Findings**

The research finds that birthday and wedding celebrations are the major occasions for hiring decoration services. People appreciate personalised decorations because they offer the experience of uniqueness and creating lasting memories; however, the issue of pricing often discourages them. Besides, cultural influence and improved communication are important factors determining customer preferences and satisfaction.

**VII. CONCLUSION**

According to the research, personalised and thematic decorations will be the key elements of celebration. People regularly demand emotional satisfaction, uniqueness, novelty, and beautiful decorations. Technology and social media have increased the popularity of customised decorations.



From the point of view of a company, customization is not just about a decoration; it is a powerful strategy enhancing customer satisfaction, differentiating the brand, and supporting the company's growth over time. Decorators who will be innovative, delivering customer-oriented services, and committed to sustainability will hardly miss the opportunity to be leaders in the expanding celebration market.

Therefore, personalised and theme-based decorations will be the main focus of event management in India going forward.

### **VIII. SUGGESTIONS AND RECOMMENDATIONS**

The following options are viable approaches for decorators to deliver unique yet affordable services:

**Adopt Advanced Technology:** Through effective use of 3D designing software, augmented reality (AR), digital previews, etc., event decorators may assist clients in visualising decoration themes before the finalization of the deal.

**Offer Budget-Friendly Packages:** By allowing flexible pricing alternatives catering to different economic groups, it would be possible to make personalised decorating more accessible to the ultimate customer.

**Enhance Creativity and Innovation:** Maintaining a blend of changing tastes and contemporary innovations through an ongoing pipeline of new, different, and exciting themes is a way for the market to actively come to recognise a brand and garner customer loyalty.

**Improve Communication and Coordination:** Frequent, tip-top, promptly-executed, clean and unfailing communication with the client keeping their changing needs, expectations in a continuous loop going forward until and even after the event ensuring complete satisfaction of the client.

**Leverage Social Media Marketing:** By means of Instagram, Facebook, YouTube, etc., one can display the portfolio, let public draw attention to it, keep abreast with and follow the latest trends in decorations and design.

**Incorporate Cultural Elements:** If something is deeply rooted in our culture that is also intrinsically beautiful, it should be promoted. Continuously creating new things can often be a strategic way to combine cultural heritage and contemporary to create the most appealing product for the market.

**Focus on Customer-Centric Services:** Giving personalized consultation, periodically getting feedback, and building a really strong customer relationship over the long term, is a way of life and a common theme for great companies.

**Promote Eco-Friendly Decorations:** Through the application of sustainable materials and reusability, not only on creation of the memory of a beautiful and enjoyable experience one can not only reduce the area of impact on the earth but also dedicate the good vibes further to other like-minded eco-conscious customers.

**Expand Service Offerings:** Home celebrations, baby showers, small intimate gatherings are also the event decorators for whom the demand is steadily on the rise. It is perceived by many event decorators that these offer a hidden goldmine previously untapped.

**Skill Development and Training:** Plan and decorate events do not just in fashion but also in design, technology, and customer relations skills to provide top-quality services.

