



## To Study the Consumer Perception Towards Wedding Planners Among Residents of Ahmedabad City

Devanshi Doshi<sup>\*1</sup>, Meet Gajera<sup>2</sup>, Prof. Jignesh Vidani<sup>3</sup>

<sup>1,2</sup> L.J. Institute of Management Studies, L.J University

<sup>3</sup>Assistant Professor L.J. Institute of Management Studies, L J University

**Corresponding Author:** Devanshi Doshi [devlok1611@gmail.com](mailto:devlok1611@gmail.com)

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### ABSTRACT

This research paper aims to provide valuable insights into preferences, attitudes and expectations of customers in hiring a wedding planner, by investigating the consumer perception towards wedding planners among the local residents of Ahmedabad city. Understanding consumer attitude and perception becomes important as wedding industry is changing their dynamics and demand for professional help is increasing. The study involves collection of demographics as well as industry related information from the participants. Theoretical framework which emphasis the significance of consumer perception in forming purchasing and hiring behavior of the customer (Kotler and Keller, 2006). The sampling method used in this research is stratified random sampling technique to ensure participant selection from different socio-economic backgrounds within locals of Ahmedabad city. The factors which were taken into consideration were, budget consideration, personal preferences, wedding size and complexity, previous experience and recommendations and reviews. Analysis done shows that there are features beyond age which affects decision of consumer in hiring a wedding planner. This is to contribute valuable insights to academic as well as industry professionals. There is a future scope for research to indicate different factors which influences decision making of the customer. This study not only enlighten on the present situation of consumer attitude but also to provide foundation for future research in related fields in Ahmedabad city. These outcomes are expected to be beneficial for wedding planning services, seeking to increase their quality of services and for consumer looking to have more informed choices in this diverse industry.

## **INTRODUCTION**

A recent shift is seen in the most celebrated significant life event, which is wedding (Vidani, 2015). Demand for professional Wedding planners is one of the outcomes of increasing complexity and customization needed in this time (Vidani & Solanki, 2015). With changing social and economic dynamics, wedding industry is becoming global multibillion business (Vidani, 2015). A role of wedding planner is more than just logistic assistance, it includes integral part in making the experience unique and memorable for the couple (Vidani, 2015). As this industry is growing it is utmost important for us to understand the consumer perception and expectations from the wedding planners in today's time (Vidani, 2015). Aim of this research is to explore the factors that influence the decision-making process of customers regarding Wedding planners (Solanki & Vidani, 2016).

This study is taken out with an aim to give valuable insights to wedding planners about consumer's point of view (Sharma & Vidani, 2023). This wedding planners have responsibility to make couple's years of dreams into their reality on their D-day (Vidani, 2016). Motivation behind all wedding planner's efforts is creating memorable moments for the couple (Vidani, 2016). This research is to know the motivation of customers' decision in engaging wedding planners and criteria they are expecting wedding planners to help them on their wedding (Bhatt, Patel, & Vidani, 2017). It is done to contribute in enhancement of wedding planning services and meeting the expectations of consumers (Niyati & Vidani, 2016).

Wedding the most treasured occasions for people all around the world, as it is one of the important and biggest moment in one's life (Pradhan, Tshogay, & Vidani, 2016). In metropolises cities the demand of wedding planning services is increasing as it has diverse culture among residents (Modi, Harkani, Radadiya, & Vidani, 2016). One of the main reasons for rising wedding planners organizing lavish and grand celebrations is because of creating professionally managed, unforgettable events and changing lifestyles (Vidani, 2016). Due to combination of customs, traditions and celebrations, weddings are becoming complex and culturally rich experience among people (Sukhanandi, Tank, & Vidani, 2018).

This paper's goal is to devote valuable findings to wedding planners by providing precises information of consumers perception. It is to offer both parties, practitioners and researchers in this vast industry by exploring criteria for selection and satisfaction level of consumers (Singh, Vidani, & Nagoria, 2016).

### Research Objective

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1. To look at what aspects Ahmedabad locals consider while choosing a wedding planner.
2. To comprehend how customers' perceptions of wedding planning services are shaped by their level of pleasure and perceived value.
3. To investigate the part that customer involvement with wedding planners plays in terms of trust, dependability, and cultural sensitivity.

### LITERATURE REVIEW

The path for the professionalization of wedding planning opened due to societal changes, which changed the perspective of wedding organized by families themselves (Goulding,2018) (Sharma & Vidani, 2023). Evolution in weddings due to wedding planning services can be seen in changing consumer needs and wants, also it demands to have specialized expertise in planning and organizing complicated and complex events (Mala, Vidani, & Solanki, 2016).

The main motivation for consumers to look around for professional wedding planning services are elements such as constraint of time, stress free wedding, and desire to create unforgettable and unique wedding experience (Li and Cai, 2017) (Vidani & Plaha, 2016). It was also suggested that significance of effective communication and detailed work with handling the situations which are not foreseen determines overall satisfaction of the consumers (Kim and Chua, 2019) (Singh & Vidani, 2016).

The criteria made by couples while selecting wedding planners during their wedding was identified as expertise, creativity, reputation and communication skills as their important factors while making decisions in the investigation carried out by Yeh and Huang (2019) (Dhere, Vidani, & Solanki, 2016).

In a study conducted by Smith and Johnson (2010) says that customers who are satisfied by the services recommend the services to their friends and family, which contribute in the growth of whole industry as a whole (Solanki & Vidani, 2016). A positive correlation is seen between consumer satisfaction and trust in professionalism and reliability of wedding planners (Gupta and Sharma, 2015) (Vidani, 2016).

When organizing a wedding, Ahmedabad's cultural diversity is a big factor (Vidani, Chack, & Rathod, 2017). People from many religious and cultural origins live in Ahmedabad, and marriages frequently follow local traditions and customs. Planners of weddings need to be aware of these cultural quirks (Vidani, 2018). According to a study by Patel et al. (2018), clients value wedding planners who can tailor their offerings to suit certain cultural and personal tastes (Biharani & Vidani, 2018). A wedding planner's capacity to

recognize and appreciate these factors influences clients' opinions in a favorable way (Vidani, 2018).

One important metric for assessing the effectiveness of wedding planners' services is customer satisfaction (Odedra, Rabadiya, & Vidani, 2018). According to a (2010) study by Smith and Johnson, happy clients are more likely to tell their friends and family about a wedding planning service, which helps the sector expand (Vasveliya & Vidani, 2019). Ahmedabad locals' opinions of wedding planners are greatly influenced by positive word-of-mouth advertising that is made possible by satisfied customers (Vasveliya & Vidani, 2019).

Consumers make many of their decisions in the digital age by consulting social media and online reviews. According (Lee and Kim,2019), customers in Ahmedabad regularly read and write internet reviews of wedding planners (Sachaniya, Vora, & Vidani, 2019). Residents' perceptions of wedding planners can be improved by having an active social media presence and positive internet reviews (Vidani, 2019). This illustrates how important it is for wedding planning companies to control their online reputation (Vidani, Jacob, & Patel, 2019).

### **Hypothesis testing**

H1: There is significant association between age of respondent and budget consideration for

wedding planning cost.

H2: There is significant association between age of respondent and Recommendation and Reviews

of wedding planners.

H3: There is significant association between age of respondent and Wedding size and complexity.

H4: There is significant association between age of respondent and Personal preferences and vision.

H5: There is significant association between age of respondent and Previous experience.

### **METHODOLOGY**

Type of research Primary research

Research design Descriptive research design

Participants People living in Ahmedabad city

Area of research Ahmedabad

No. of respondents 102

Sampling method Non – probability- Convenient sampling

Data collection method Questionnaire – Google form

Analysis collected data MS Excel

## RESULT

### Data Analysis

#### Demographic Summary

The data presents information on the demographic distribution of a sample group based on age, gender, and marital status.

Age:

- 84.3% of the participants fall in the 18-25 age range.
- 5.9% fall in the 26-35 age range.
- 9.8% fall in the 35-50 age range.
- The total sample size is 102 participants.

Gender:

- 41.2% of the participants are male.
- 58.8% are female.
- The total sample size is 102 participants.

Marital Status:

- 87.3% of the participants are single.
- 11.8% are married.
- 1.0% fall under the category of "Other" (please specify).
- The total sample size is 102 participants.

#### Cronbach alpha

Table1. Reliability Statistics

Cronbach's Alpha	N of Items
.585	16

*\*Source: SPSS Software*

## Hypothesis

### Chi-Square Analysis

H1: There is significant association between age of respondent and budget consideration for wedding planning cost.

Age \* Budget Consideration

Table 2. Crosstab: Age & Budget Consideration

		Budget Consideration					Total
		Highly Unpreferable	Unpreferable	Neutral	Preferable	Highly Preferable	
Age	18-25	2	6	16	30	32	86
	26-35	0	0	2	2	2	6
	35-50	1	0	4	4	1	10
Total		3	6	22	36	35	102

\*Source: SPSS Software

Table 3. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.416 <sup>a</sup>	8	.492
Likelihood Ratio	8.181	8	.416
Linear-by-Linear Association	2.370	1	.124
N of Valid Cases	102		

A. 11 Cells (73.3%) have Expected Count Less than 5. The Minimum Expected Count is.18

**Interpretation:** As the p value is greater than 0.05, hence we reject H1. This shows that there is no relationship between age of respondent and budget consideration for wedding planner.

H2: There is significant association between age of respondent and Recommendation and Reviews of wedding planners.

Age \* Recommendations and Reviews

Table 4. Crosstab: Age & Recommendations and Reviews

		Recommendations and Reviews					Total
		Highly Unpreferable	Unpreferable	Neutral	Preferable	Highly Preferable	
Age	18-25	0	3	19	38	26	86
	26-35	0	0	0	3	3	6
	35-50	1	0	2	3	4	10
Total		1	3	21	44	33	102

\*Source: SPSS Software

Table 5. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.455 <sup>a</sup>	8	.132
Likelihood Ratio	9.550	8	.298
Linear-by-Linear Association	.002	1	.965
N of Valid Cases	102		

A. 12 Cells (80.0%) have Expected Count Less than 5. The Minimum Expected Count is.06

**Interpretation:** As the p value is greater than 0.05, hence we reject H2. This shows that there is no relationship between age of respondent and Recommendations and Reviews of wedding planners.

H3: There is significant association between age of respondent and Wedding size and complexity.

Age \* Wedding size and complexity

Table 6. Crosstab: Age & Wedding Size and Complexity

		Wedding size and complexity					Total
		Highly Unpreferable	Unpreferable	Neutral	Preferable	Highly Preferable	
Age	18-25	2	2	28	30	24	86
	26-35	0	0	0	4	2	6
	35-50	1	0	2	4	3	10
Total		3	2	30	38	29	102

\*Source: SPSS Software

Table 7. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.320 <sup>a</sup>	8	.611
Likelihood Ratio	7.683	8	.465
Linear-by-Linear Association	.069	1	.793
N of Valid Cases	102		

A. 12 Cells (80.0%) have Expected Count Less than 5. The Minimum Expected Count is.12

**Interpretation:** As the p value is greater than 0.05, hence we reject H3. This shows that there is no relationship between age of respondent and wedding size and complexity.

H4: There is significant association between age of respondent and Personal preferences and vision.

Age \* Personal preferences and vision

Table 8. Crosstab: Age & Personal Preferences and Vision

		Personal preferences and vision					Total
		Highly Unpreferable	Unpreferable	Neutral	Preferable	Highly Preferable	
Age	18-25	0	5	22	33	26	86
	26-35	0	0	3	1	2	6
	35-50	1	0	1	5	3	10
Total		1	5	26	39	31	102

\*Source: SPSS Software

Table 9. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.597 <sup>a</sup>	8	.093
Likelihood Ratio	9.955	8	.268
Linear-by-Linear Association	.028	1	.868
N of Valid Cases	102		

A. 12 Cells (80.0%) have Expected Count Less than 5. The Minimum Expected Count is .06

**Interpretation:** As the p value is greater than 0.05, hence we reject H4. This shows that there is no relationship between age of respondent and Personal preferences and vision.

H5: There is significant association between age of respondent and Previous experience.  
 Age \* Previous experience

Table 10. Crosstab: Age & Previous Experience

		Previous experience					Total
		Highly Unpreferable	Unpreferable	Neutral	Preferable	Highly Preferable	
Age	18-25	2	2	22	32	28	86
	26-35	0	0	1	3	2	6
	35-50	1	0	2	5	2	10
Total		3	2	25	40	32	102

\*Source: SPSS Software

Table 11. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.648 <sup>a</sup>	8	.887
Likelihood Ratio	3.534	8	.897
Linear-by-Linear Association	.337	1	.561
N of Valid Cases	102		

A. 12 Cells (80.0%) have Expected Count Less than 5. The Minimum Expected Count is .12

**Interpretation:** As the p value is greater than 0.05, hence we reject H5. This shows that there is no relationship between age of respondent and Previous experience.

## DISCUSSION

The demographic data sample shows the core characteristics of the respondents, as age shows major participants belong to the age group of 18-25 which is 83.4%, and remaining age groups of 26-35 and 36-50 have smaller proportion of 5.9% and 9.8%. In the data collected gender distribution is fairly balanced with ratio of male at 41.2% and female at 58.8% (Vidani J. N., 2016). And the data regarding marital status of the respondents shows that majority of participants fall under category of single (87.3%), while 11.8% are married and 1% falls under the other category (Vidani & Singh, 2017). By the reliability test, we get moderately satisfactory results of 0.585 (Vidani & Pathak, 2016).

According to the analysis, there is no relation ( $p = 0.492$ ) between respondents' age and budget consideration of their wedding (Pathak & Vidani, 2016). Consequently, H1 is rejected, indicating that budget consideration for wedding planning is not only influenced by age (Vidani & Plaha, 2017).

According to the analysis, there is no significant relationship ( $p = 0.132$ ) between age of respondents and recommendations and reviews of wedding planning services (Vidani J. N., 2020). Hence, H2 is rejected, this shows that recommendations and review of wedding planner is not influenced by age (Vidani J. N., 2018).

According to the analysis, there is no connection ( $p = 0.611$ ) between respondents' age and wedding size and complexity for choosing a wedding planner (Vidani & Dholakia, 2020). Thus, H3 is rejected, it means that wedding size and complexity for choosing wedding planner is not affected by the age of the participants (Vidani, Meghrajani, & Siddarth, 2023).

According to the analysis, there is no significant association ( $p = 0.093$ ) between age personal preference for wedding planner (Rathod, Meghrajani, & Vidani, 2022). Hence, H4 is rejected, which suggests that the personal preferences and vision for hiring a wedding planner is not influenced by age (Vidani & Das, 2021).

According to the analysis, there is lack of relation ( $p = 0.887$ ) between respondents' age and previous experience (Vidani J. N., 2022). Consequently, H5 is rejected, showing that Previous experience of a participant for hiring a wedding planner is not influenced by age of the participants (Saxena & Vidani, 2023).

## **CONCLUSION**

In conclusion of this finding suggests that the budget consideration, recommendations, wedding size, personal preferences and previous experience of participants does not affect the decision of hiring a wedding planner on the basis of participants age, beyond age factors such as cultural preferences, values, family background and lifestyle also helps in deciding a wedding planner (Vidani, Das, Meghrajani, & Singh, 2023).

## **FURTHER STUDY**

One of the biggest limitations of this research is sample size. Sample size of just 102 respondents limits the generality of the findings (Vidani, Das, Meghrajani, & Chaudasi, 2023). It also lacks other factors such as information regarding income of respondents and education level of the respondents, which are major elements in influencing decision of hiring a wedding planner (Bansal, Pophalkar, & Vidani, 2023).

Future scope for this study is minimize this limitation by collecting more demographic information from respondents and a larger sample size (Chaudhary, Patel, & Vidani, 2023). Also, we came to conclusion of no relation between age and other aspects, we can consider other broader range of factors to gain deeper insights and values of individuals which are involved in decision making for hiring wedding planning services (Patel, Chaudhary, & Vidani, 2023).

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