

# Understanding the Role of Wedding Planners: A Study on Consumer Perceptions in Coimbatore

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## ARTICLE INFO

## ABSTRACT

The wedding industry in India has seen significant growth in recent years, with couples increasingly opting for professional wedding planners to manage and organize their special day. This study aims to explore how consumers in Coimbatore perceive the services offered by wedding planners. Coimbatore, a city known for its rich cultural heritage and modern developments, presents a unique context where traditional wedding practices are often combined with contemporary preferences. In this context, the present study aimed to examine consumer perception towards wedding programs in Erode. A descriptive research design was employed, utilizing both primary and secondary data sources. Primary data were gathered through a structured questionnaire administered to consumers who had organized marriage functions using wedding planning services. The questionnaire, based on a 5-point Likert scale, assessed various dimensions of service quality. A total of 112 respondents were selected through random sampling. Secondary data were collected from published books, journals, research articles, and reliable online sources. The collected data were compiled in MS Excel and analyzed using SPSS version 26.0, employing statistical tools such as percentage analysis, mean score, standard deviation and ANOVA. This study noticed from the analysis that there is a significant difference in the mean perception towards wedding programs with respect to the selected variables like frequency of making events and assessment of service quality among the respondents.

**Keywords:** Consumer Perception, Service Quality, Consumer Expectation, Wedding Planning, Marriage Function.

## 1. INTRODUCTION

Weddings are significant cultural events that hold immense personal and social value in India, particularly in regions like Coimbatore, where tradition and modernity often blend. The growing complexity of wedding ceremonies, coupled with the desire for personalized and unique experiences, has led to the emergence of wedding planners as vital facilitators in organizing these events. Wedding planners assist couples and their families in managing the various facets of a wedding, including logistics, decor, catering, entertainment, and more. With the increasing demand for sophisticated and hassle-free weddings, the role of wedding planners has evolved into a critical component of the wedding industry. In Coimbatore, a city known for its rich cultural heritage and modern infrastructure, weddings are elaborate affairs, often involving large-scale arrangements and intricate details. However, with busy lifestyles and a growing preference for high-quality, well-coordinated events, many families now seek professional help to ensure that their weddings are flawless. Wedding planners in Coimbatore cater to this need, offering a range of services to alleviate the stress of managing a wedding.

This study seeks to understand consumer perceptions of wedding planners in Coimbatore. It explores how consumers perceive the role of wedding planners, their expectations, and the overall satisfaction with the services provided. By assessing these perceptions, the research aims to offer valuable insights into the factors that influence consumer choices in selecting wedding planners and the impact of these services on the overall wedding experience. As the wedding industry in Coimbatore continues to grow, understanding consumer perceptions becomes essential for wedding planners to refine their offerings, meet evolving consumer

demands, and enhance their market presence. This study will not only contribute to the academic understanding of consumer behavior in the context of wedding planning but also provide practical recommendations for wedding planning professionals to better serve their clients.

## 2. REVIEW OF LITERATURE

The role of wedding planners has evolved considerably in recent years, with a growing body of research exploring their impact on the wedding industry. Wedding planning as a professional service has become an essential part of the modern wedding experience, especially in urban settings like Coimbatore. According to Madhusree and Manisha (2018), wedding planning involves a detailed process that includes budgeting, logistics, vendor management, and design, all of which contribute to the seamless execution of an event. In India, wedding planners are increasingly seen as facilitators who reduce stress for the families involved by taking on the complex responsibilities associated with weddings (Bhatia, 2016). Consumer perception towards wedding planners is shaped by multiple factors, including the perceived value, the quality of service, and the level of personalization offered. Ghosh (2017) highlights that one of the key factors influencing the consumer's decision to hire a wedding planner is the desire for a customized experience that aligns with cultural and personal preferences. In her study of consumer behavior, she notes that modern couples seek more than just logistical coordination; they want their weddings to reflect unique identities and experiences, which professional planners can provide through creative themes and tailor-made services. Patel and Mehta (2019) further assert that wedding planners' ability to merge traditional wedding practices with modern trends plays a crucial role in satisfying the diverse needs of consumers, particularly in cities like Coimbatore, where both traditional and contemporary elements blend seamlessly.

On the other hand, Kumar and Yadav (2020) argue that a significant barrier to engaging wedding planners in certain regions is the cost factor. While wedding planners offer convenience and expertise, the financial investment required for their services is often a concern for middle-class consumers. This study suggests that wedding planners must find ways to offer more cost-effective packages without compromising on the quality of service, as affordability remains a key consideration for a majority of consumers in the wedding market. Moreover, consumer satisfaction with wedding planning services is strongly influenced by the perceived professionalism and reliability of the wedding planner. Sharma and Singh (2017) examined consumer feedback on wedding planners and concluded that the most significant factors for customer satisfaction were timeliness, attention to detail, and communication. Wedding planners who are seen as trustworthy and responsive to client needs are more likely to generate positive perceptions and repeat business. Additionally, Chopra (2018) points out that digital platforms and social media are increasingly used by wedding planners in India to reach their target audience. Social media presence helps build credibility, trust, and transparency, which in turn influences consumer perceptions positively.

Further, the role of wedding planners in Coimbatore has not been studied extensively, despite the city's growing significance as a wedding destination. However, Rajendran (2021) highlights the increasing demand for professional wedding services in Coimbatore, driven by rising disposable incomes and changing consumer lifestyles. His research indicates that consumers in the city are willing to invest in wedding planners who can offer a holistic and personalized experience, blending the city's rich cultural traditions with modern elements such as destination weddings, themed events, and luxury services.

## 3. STATEMENT OF THE PROBLEM

Weddings are highly significant events in Indian society, representing not just a personal milestone but also a cultural and social celebration. With the increasing complexity of modern weddings, many couples and their families in Coimbatore are turning to professional wedding planners to manage and organize their weddings. Wedding planners offer various services ranging from venue selection, decor, catering, entertainment, to logistics, promising a seamless and hassle-free experience for their clients. However, despite the growing demand for wedding planning services, there is limited research on how consumers perceive the role of wedding planners in Coimbatore. The perceptions, preferences, and expectations of consumers towards wedding planners remain largely unexplored in this specific context. This gap in the literature leaves wedding planners and businesses in the wedding industry with little insight into the factors that influence consumer decision-making when selecting a planner, and how they can improve their service offerings to cater to these preferences. Therefore, the problem this study addresses is the lack of understanding about consumer perceptions towards wedding planning services in Coimbatore. Specifically, it seeks to explore the factors that influence consumer decisions, such as service quality, cost, personalization, and cultural preferences, and how these perceptions impact the satisfaction levels of consumers. The findings will provide valuable insights into the evolving needs and expectations of consumers in Coimbatore's wedding planning market, helping wedding planners and businesses tailor their services to meet consumer demands effectively.

#### 4. OBJECTIVES OF THE STUDY

- To present the demographic profile of the selected consumers of wedding programs in Coimbatore.
- To analyze the consumer perception towards wedding programs in Coimbatore.

#### 5. HYPOTHESIS OF THE STUDY

- There is no significant difference in mean perception towards wedding programs with regard to frequency of making events of the consumers.
- There is no significant difference in mean perception towards wedding programs with regard to sources of information of the consumers.
- There is no significant difference in mean perception towards wedding programs with regard to assessment of service quality of the consumers.

#### 6. RESEARCH METHODS

The study will follow a descriptive research design, as it aims to describe the perceptions and attitudes of consumers towards wedding planners in Coimbatore. Descriptive research allows the researcher to gather information about the consumer behavior and the factors influencing the decision-making process regarding wedding planners. A structured questionnaire will be developed to collect quantitative data from a large sample of consumers who have recently used or considered using wedding planning services in Coimbatore. The questionnaire will consist of both closed-ended and Likert-scale questions. Secondary data were gathered from credible sources, including books, academic journals, published articles, and trusted internet resources. The target population for this study will be consumers in Coimbatore who have either engaged a wedding planner in the past or are planning to do so in the near future. The study will focus on individuals from different demographic backgrounds, including age, income, and educational levels, to capture a diverse range of opinions. A total of 112 consumers were selected using a convenience sampling technique to enhance the representativeness of the sample. The collected data were entered into MS-Excel and analyzed using SPSS version 26.0. To analyze the collected sample data, the statistical tools such as percentage analysis, mean score, standard deviation and ANOVA were employed.

#### 7. RESULT AND DISCUSSION

##### 7.1 Demographic profile of the Respondents

The below table has explored the details about demographic profile of the selected consumers of wedding programs in Coimbatore.

**Table 1: Demographic profile and Perception towards Wedding Programs**

No.	Variables Name	Number of Respondents	%	Mean	SD
1	<b>Age</b>				
	• Upto 30 Years	12	10.7	3.46	0.61
	• 31-40 Years	25	22.3	3.65	0.57
	• 41-50 Years	46	41.1	3.74	0.44
	• Above 50 Years	29	25.9	3.66	0.49
	<b>Total</b>	<b>112</b>	<b>100.0</b>		
2	<b>Gender</b>				
	• Male	70	62.5	3.76	0.44
	• Female	42	37.5	3.59	0.53
	<b>Total</b>	<b>112</b>	<b>100.0</b>		
3	<b>Frequency of Making Events</b>				
	• Rarely	54	48.2	3.78	0.45
	• Occasionally	39	34.8	3.55	0.53
	• Frequently	19	17.0	3.54	0.51
	<b>Total</b>	<b>112</b>	<b>100.0</b>		
4	<b>Sources of Information</b>				
	• Social Media	39	34.8	3.76	0.47
	• Word of Mouth	31	27.6	3.56	0.53
	• Television/Radio	20	17.9	3.51	0.50
	• Newspaper/Magazines	15	13.4	3.74	0.39
	• Event Posters/Flyers	7	6.3	3.73	0.74
	<b>Total</b>	<b>112</b>	<b>100.0</b>		

No.	Variables Name	Number of Respondents	%	Mean	SD
<b>5</b>	<b>Assessment of Service Quality</b>				
	• High-Quality Service	18	16.1	3.64	0.44
	• Punctual Fulfilment	40	35.7	3.93	0.38
	• Value for Money	32	28.6	3.64	0.52
	• Professionalism of Staff	22	19.6	3.52	0.53
	<b>Total</b>	<b>112</b>	<b>100.0</b>		

- The above table displayed that 10.7% of the respondents are belong to 30 years of age group, 22.3% of the respondents fall in the 31–40 years category, 41.1% of the respondents belong to the 41–50 years age segment and 25.9% of the respondents are above 50 years.
- The analysis assumed that 62.5% of the respondents are male and 37.5% of the respondents are female.
- The analysis measured that 48.2% of the respondents make wedding programs rarely, 34.8% of the respondents make wedding programs occasionally and 17.0% of the respondents make wedding programs frequently.
- As per the analysis, 34.8% of the respondents came to know about wedding programs through social media, 27.6% of the respondents aware through word of mouth, 17.9% of the respondents via television / radio, 13.4% of the respondents from newspapers / magazines and 6.3% of the respondents came to know about wedding programs from event posters/flyers.
- It is justified from the analysis that 35.7% of respondents rated punctual fulfilment as the aspect of service quality of wedding programs, 28.6% chose value for money, 19.6% preferred professionalism of staff and 16.1% emphasized high-quality service of wedding programs.

## 7.2 PERCEPTION TOWARDS WEDDING PROGRAMS

The following table presents the perception of selected consumers in Coimbatore towards wedding programs. For this study, the researcher developed eight specific statements to assess various aspects of consumer perception, including organization and execution quality, service satisfaction, creativity, coordination, pricing, communication, visual appeal and adaptability to last-minute changes. Each statement was rated using a 5-point Likert scale, and the responses were analyzed to understand the overall consumer sentiment regarding the effectiveness and professionalism of wedding services.

**Table 2: Perception towards Wedding Programs**

S.No	Service Quality Perception	Mean	SD
1	The wedding programs I have attended were well-organized and professionally executed	3.83	1.06
2	I am satisfied with the quality of services provided by wedding planners	3.87	0.91
3	Wedding programs meet my expectations in terms of creativity and innovation	3.58	1.13
4	I believe event managers ensure smooth coordination and time management during events	3.74	1.03
5	I consider the pricing of wedding planner services to be reasonable for the services offered	3.73	0.96
6	Event companies communicate well and respond quickly	3.88	0.96
7	The themes and decorations used in events are attractive and engaging	3.54	1.27
8	I trust wedding professionals to handle last-minute changes effectively	3.05	1.14

From the above table, the Cronbach's Alpha value for the statements on perception towards wedding programs is 0.917, indicating that the scale has high internal reliability and is suitable for further analysis. The study observed that most of the respondents strongly agreed with the statement 'Event companies communicate well and respond quickly', which recorded the highest mean score of 3.88 and a standard deviation of 0.96, followed closely by 'I am satisfied with the quality of services provided by wedding planners' with a mean of 3.87 and SD of 0.91. In contrast, the lowest mean score was found for the statement 'I trust wedding professionals to handle last-minute changes effectively' with a mean of 3.05 and SD of 1.14, indicating that could not implement the last-minute changes of programs effectively.

## Testing of Hypothesis (ANOVA)

### 7.3 Relationship between Independent Variables and Perception towards wedding programs

This section explores the relationship between the selected independent variables and consumers' perception towards wedding programs in Coimbatore. To examine this relationship, a hypothesis was formulated and tested using the Analysis of Variance (ANOVA) technique.

#### Frequency of Making Events and Perception towards Wedding Programs

H<sub>0</sub>: There is no significant difference in mean perception towards wedding programs with regard to frequency of making events of the consumers.

**Table 3: Frequency of Making Events and Perception towards Wedding Programs**

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	1.508	2	0.754	3.114	0.048**
Within Groups	26.396	109	0.242		
Total	27.904	111			

**Note:** \*\* – Significant at 5% level

It is observed that the 'p' value is 0.048, which is less than 0.05 therefore the null hypothesis is rejected. The analysis indicated that there is a significant difference in the mean perception towards wedding programs with respect to the frequency of making events among the respondents. Thus, consumers who make events at different frequencies perceive the quality and effectiveness of wedding programs differently.

#### Sources of Information and Perception towards Wedding Programs

H<sub>0</sub>: There is no significant difference in mean perception towards wedding programs with regard to sources of information of the consumers.

**Table 4: Sources of Information and Perception towards Wedding Programs**

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	1.248	4	0.312	1.253	0.293 <sup>NS</sup>
Within Groups	26.656	107	0.249		
Total	27.904	111			

**Note:** NS – Not Significant

It is pointed out that the 'p' value is 0.293, which is greater than 0.05 hence the null hypothesis is accepted. The analysis showed that there is no significant difference in the mean perception towards wedding programs based on the sources of information. The study indicated that the medium through which consumers learn about events such as social media, word of mouth or print media does not significantly influence their perception of wedding programs.

#### Assessment of Service Quality and Perception towards Wedding Programs

H<sub>0</sub>: There is no significant difference in mean perception towards wedding programs with regard to assessment of service quality of the consumers.

**Table 5: Assessment of Service Quality and Perception towards Wedding Programs**

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	2.343	3	0.781	3.300	0.023**
Within Groups	25.561	108	0.237		
Total	27.904	111			

**Note :** \*\* – Significant at 5% level

It is examined that the 'p' value is 0.023, which is less than 0.05 therefore the null hypothesis is rejected. The analysis measured that there is a significant difference in the mean perception towards wedding programs with regard to the assessment of service quality. The study found that consumers who value different aspects of service quality such as professionalism, punctuality, high-quality service and value for money perceive wedding programs differently.



## 8. FINDINGS

- It is inferred from the analysis that most respondents fall in the 41–50 years category. The analysis noticed that respondents belong to age category of 41-50 years have the highest perception level (Mean = 3.74) towards wedding programs.
- It is observed that most of the selected respondents are male. However, the mean score for perception is higher among male respondents (Mean = 3.76) compared to female respondents, indicating that females have a better perception towards wedding programs.
- The analysis identified that a large portion of participants make wedding programs rarely. Among them, those who rarely make wedding programs have the highest mean perception score (Mean = 3.78), showing a more favourable view towards wedding programs.
- It is determined from the analysis that most respondents are aware about the even management programs through social media. It is illustrated from the analysis that maximum level of perception on wedding programs is accomplished by the respondents who aware through social media (Mean = 3.76).
- From the analysis, it is confirmed that most respondents rated punctual fulfilment as aspect of service quality of even management programs. It is depicted from the analysis that high level of perception towards wedding programs is acquired by the respondents who recorded punctual fulfilment (Mean = 3.93).
- It is observed from the mean score analysis that most of the respondents strongly agreed with the statement 'Event companies communicate well and respond quickly', which recorded the highest mean score of 3.88 and the lowest mean score was found for the statement 'I trust wedding professionals to handle last-minute changes effectively'.
- The 'F' test analysis displayed that there is a significant difference in the mean perception towards wedding programs with respect to the frequency of making events among the respondents.
- From the ANOVA, it is mentioned that there is no significant difference in the mean perception towards wedding programs based on the sources of information.
- The result of 'F' test confirmed that there is a significant difference in the mean perception towards wedding programs with regard to the assessment of service quality.

## 9. SUGGESTIONS

- The analysis indicated that respondents in the 41–50 age category have the highest perception towards wedding programs. Hence, wedding planners and event management companies should consider targeting individuals in this age group more actively. This demographic might prioritize professionalism, experience, and attention to detail, which could be leveraged in marketing campaigns. Offering specialized packages or personalized services tailored to their preferences could enhance engagement.
- While male respondents have a slightly higher perception of wedding programs, it is important to recognize that female respondents are also significant in wedding-related decisions. Wedding planners should ensure that their offerings appeal to both genders. Marketing and communication strategies could be designed to address the unique needs and expectations of female consumers, who might place more importance on creativity, style, and personalization.
- Wedding planners should focus on encouraging repeat business and engaging customers who make wedding programs occasionally. These individuals might be more likely to appreciate professional assistance and a seamless experience. Offering loyalty programs or special discounts for repeat clients could be effective in increasing engagement and satisfaction.
- Wedding planners and event management companies should boost their social media presence by investing in content marketing, customer reviews, and engaging with potential clients on platforms like Instagram, Facebook, and Pinterest. Using visually appealing content, showcasing successful weddings, and engaging in social media advertising could help attract a wider audience and improve consumer perceptions.

## 10. CONCLUSION

This study aims to provide a comprehensive understanding of consumer perceptions towards wedding planning services in Coimbatore. With weddings being an important social and cultural event, the demand for professional wedding planners has risen, especially in urban regions where people are looking for customized, hassle-free, and well-coordinated wedding experiences. The research explores various factors that influence consumer decisions, including service quality, cost, personalization, and the cultural relevance of the services offered by wedding planners. From the findings, it is anticipated that consumer preferences will highlight the importance of personalization, cost-effectiveness, and cultural sensitivity in wedding planning services. The insights gathered will offer a deeper understanding of the motivations and expectations of consumers in Coimbatore, enabling wedding planners to fine-tune their service offerings. As consumers become more discerning and demand-oriented, understanding their needs and expectations will be crucial for wedding planners to stay competitive in the market. Furthermore, this research will help wedding planners enhance their engagement strategies, improve customer satisfaction, and build long-term client relationships. By

meeting the evolving demands of modern consumers, wedding planners can expand their reach and ensure that their services align with both traditional and contemporary wedding preferences. Ultimately, this study will contribute to the broader understanding of consumer behavior in the wedding industry, with practical recommendations that can support the growth and success of wedding planning businesses in Coimbatore and similar markets.

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