

# **Role of Social Media in Destination Wedding and Destination Choice**

Project submitted in partial fulfilment of the requirement for the  
**Degree of Master's of Business Administration in**  
**(Tourism and Travel Management)**

*By*

**NAMITHA S**  
**(21PTA015)**

*Supervisor*

**Dr. BINDU V. T**  
**Department of Tourism Management**

**Avinashilingam Institute for Home Science and Higher**  
**Education for Women, Coimbatore – 641043**

**May 2023**

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**AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND HIGHER  
EDUCATION FOR WOMEN**

**Deemed to be university, Estd, u/s 3 of UGC Act 1956 Category 'A' by MHRD,  
Re-accredited with 'A++' Grade by NAAC, Recognised by UGC under Section 12B  
Coimbatore, Tamilnadu, India**

**PROJECT**

**Entitled the name of**

**Role of Social Media in Destination Wedding and Destination Choice**

**By**

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**21PTA015**

**Project submitted**

**In partial fulfilment of the requirement for**

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**In**

**MASTER OF BUSINESS ADMINISTRATION**

**(TOURISM AND TRAVEL MANAGEMENT)**

**MAY, 2023**

**CERTIFIED AS BONAFIDE RESEARCH WORK**

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**SIGNATURE OF THE  
HOD**

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**SIGNATURE OF THE  
EXTERNAL EXAMINER**

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**SIGNATURE OF THE  
GUIDE**

# *Declaration*



## **DECLARATION**

I declare that the project entitled “**Role of social media in destination wedding and destination choice**” submitted by me for the degree of Master of Business Administration (MBA) in Tourism and Travel Management is the record of work carried out by me during the period from December 2022 to May 2023 under the guidance of **Dr.Bindu.V.T, MTA, M.Phil, PGDBA, NET, Ph.D., Assistant Professor (SG) and Head (i/c)**, Department of Tourism Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship, Titles in this Institute or any other University or other similar Institution of Higher Learning.

**Signature of the Supervisor**

**Signature of the Candidate**

# *Acknowledgement*



## ACKNOWLEDGEMENT

The success of this project lies in the hands of many people who have helped and guided me in completing the project. The researcher takes this opportunity to express her thanks and gratitude to each and every one of them.

It gives me immense pleasure and pride to place on record my sincere gratitude to all inspired and help me in this endeavor. After all the academic pursuit has led me draw inspiration for many source.

My sincere thanks to our beloved **Chancellor Prof.S.P.Thygarajan, Vice Chancellor Dr.V. Bharathi Harishankar** and the **Registrar Dr. S. Kowsalya**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore for giving us an opportunity to undertake the project work which forms part of the curriculum. I would express my sincere thanks to **Dr. Bindu V.T, MTA, M.Phil, PGDBA., NET, Ph.D.**, Head of Department of Tourism Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore. We wish to express my deep sense of gratitude and profound thanks to the project guide **Dr. Bindu V.T, MTA, M.Phil, PGDBA., NET, Ph.D.**, of department tourism and travel management, Avinashilingam Institution for Home Science and Higher Education for Women, Coimbatore for my inspiration as well – wisher for her keen interest, valuable guidance and encouragement, without whom this would not have taken shape. We are also thankful to the respondents for their support in completing our research.

I would like to express my heartfelt gratitude and everlasting thanks to my parents and also to my relative for their valuable suggestions to complete my project successfully. Last but not the least, I wish to thank each and every one of our friends who have helped us in making this research success.

# *Table of Contents*



## TABLE OF CONTENTS

Chapter no.	Title	Page no.
<b>I</b>	<b>INTRODUCTION</b>	
	1.1 Tourism	1
	1.2 Wedding Tourism	2
	1.3 Social Media Apps	7
	1.4 Need of the Study	11
	1.5 Objectives of the study	11
	1.6 Scope of the study	11
	1.7 Limitations of the Study	12
	1.8 Chapterization	12
<b>II</b>	<b>REVIEW OF LITERATURE</b>	
	2.1 Wedding Tourism	14
	2.2 Social Media and Destination Wedding	16
	2.3 Role of social media influence on destination selection	17
	2.4 Destination wedding and Decision-making process	19
<b>III</b>	<b>RESEARCH METHODOLOGY AND PROFILE OF THE STUDY</b>	
	3.1 Introduction	21
	3.2 Research Design	21
	3.3 Sampling DESIGN	22
	3.4 Source of Data	23
	3.5 Data Collection	23
	3.6 Tools for Analysis	24
	3.7 Popular Wedding Destinations in India	28
<b>IV</b>	<b>ANALYSIS AND INTERPRETATION</b>	35
<b>V</b>	<b>FINDINGS, SUGGESTION AND CONCLUSION</b>	
	5.1 Findings	60
	5.2 Suggestions	63
	5.3 Conclusion	64
<b>VI</b>	<b>BIBLIOGRAPHY</b>	65
<b>VII</b>	<b>ANNEXURE</b>	68

## LIST OF TABLES

Table no.	Title	Page no.
	<b>Percentage analysis</b>	
4.1.1	Gender of the Respondents	36
4.1.2	Age Group of the Respondents	37
4.1.3	Marital status of the Respondents	38
4.1.4	Education Qualification of the Respondents	39
4.1.5	Occupation of the Respondents	40
4.1.6	Monthly income of the Respondents	41
4.1.7	Attended destination wedding before	42
4.1.8	Source of information	43
4.1.9	Social media information	44
4.1.10	Effective branding	45
4.1.11	Popular social media destination	46
4.1.12	Choice of wedding destination	47
4.1.13	Challenges in destination wedding	48
	<b>Descriptive statistics</b>	
4.2.1	Descriptive statistics on the following factors	49
	<b>One way Anova</b>	
4.3.1	One-way Anova with age group	50
4.3.2	One-way Anova with monthly income	52
4.3.3	One-way Anova with occupation	53
4.3.4	One-way Anova with marital status	55
4.3.5	One-way Anova with qualification	57
	<b>Independent Sample Test</b>	
4.4.1	Independent sample test for the factors and marital status	59

## LIST OF FIGURES

<b>Figure no.</b>	<b>Title</b>	<b>Page no.</b>
	<b>Percentage analysis</b>	
4.1.1	Gender	36
4.1.2	Age	37
4.1.3	Marital status	38
4.1.4	Education Qualification	39
4.1.5	Occupation	40
4.1.6	Monthly income	41
4.1.7	Attended destination wedding before	42
4.1.8	Source of information	43
4.1.9	Social media information	44
4.1.10	Effective branding	45
4.1.11	Popular social media destination	46
4.1.12	Choice of wedding destination	47
4.1.13	Challenges in destination wedding	48

*Chapter I*  
*Introduction*



# CHAPTER I

## INTRODUCTION

### 1.1 Tourism

Tourism is a social, cultural, and economic occurrence that involves people traveling to locations outside of their normal environments for leisure, business, or professional reasons. For developing nations and emerging economies, tourism presents fantastic possibilities. It improves the local economy, boosts job growth, aids in the development of local infrastructure, and can lessen poverty and inequality while preserving the environment and cultural customs.

According to the **United Nations World Tourism Organisation (UNWTO)**, tourism entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.

#### Types of tourism

There are three basic forms of tourism: domestic tourism, inbound tourism, and outbound tourism.

- **Domestic tourism** includes any excursions taken by a tourist outside of their native country.
- The activities of a visitor from outside their home nation are referred to as **inbound tourism**.
- A resident visitor's activities outside of their own nation are referred to as **outbound tourism**.

**'Tourism product' covers a number of different categories including:**

- **Accommodation**, i.e. hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, camping, caravanning and home stay
- **Hospitality**, i.e. food and beverage serving services, e.g. pubs, restaurants, cafes, private dining for groups/conferences
- **Transport services**, e.g. rail, road, water, air networks and rental
- **Guided tours and tourist guides**

- **Travel agencies and other reservation services**, including tour operators and destination management companies (see travel trade section)
- **Cultural services**, e.g. museums, attractions
- **Sports and recreational activities**
- **Retail**

## 1.2 Wedding Tourism:

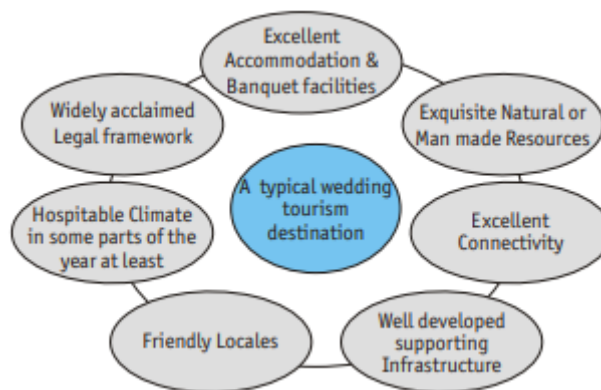
The study of niche forms of tourism is starting to grow and show itself more. One of them, the wedding tourism business, hasn't gotten much attention. Due to the fact that many couples choose to get married abroad, this relatively recent development has had positive effects all over the globe.

A couple, and usually their guests, travel to a distant country to get married. This practice is known as wedding tourism. The market for wedding tourism also includes honeymoons, which are sometimes referred to as "Marriage Tourism" or "Destination Weddings."

- a) **The concept:** These days, there are numerous definitions of wedding tourism. In reality, it's a big-budget scheme to travel to a location other than the bride and groom's respective hometowns to get married. The terms "Marriage Tourism" and "Destination Wedding" are also used to describe this. Wedding tourism is also the idea of traveling to get married in a foreign country in a distinctive way, regardless of the local laws governing such a marriage.
- b) **Evolution over the years:** Wedding tourism has gained popularity as a niche concept of tourism since the turn of the century. The success of the concept could be observed in the following cases wherein wedding tourism as a concept withstood the acid test of time.
- In 2003, UNWTO requested Maldives to formulate laws for marriage of foreign nationals in the country. Thus the Foreign Tourist Marriage Act 2003 came into being with the sole objective of registering marriages of foreign nationals or non - islamic tourists.
  - The travel and leisure industry of Dubai has realized that wedding tourism is “war proof” in real sense. The invasion of Iraq by USA led to cancellation of most corporate bookings but the hotels survived due to wedding bookings.

- Today all major national tourism sites have a separate section promoting wedding tourism in their country, testifying the fact that it has cemented its' position in the niche tourism products.

c) **Pre-requisites for a wedding destination:** It goes without saying that all these destinations have an essential pre-requisite, which qualifies the same as a ready wedding destination, wherein the stakeholders can simply plug and play. A careful analysis of the repository of the aforesaid destination throws up the following aspects as depicted in the diagram below.



Source: <https://doi.org/10.33152/jmphss-5.2.1>

### The Global Scenario in Wedding Tourism

a) **Trends:** Wedding tourism has started contributing incredible statistics in its global development. It has recorded a massive growth of 75% between 2007 and 2012, as it has been reported by Weddings and Honeymoons International (2012); and incredible 400% increase from 2000 to 2010 for the American market (TIAA, 2010). These figures, though a little old showcases the immense potential that this niche tourism has to offer. The changing trends with the important facets of Global wedding tourism have been elaborated in the diagram below:-

Wedding Tourism – specific areas and trends around it

➤ **Altering Decor**

- Rustic Glam replaces shabby chic
- Bold Shades and Metallic accents rules the roost

➤ **Technology enabled Personalization**

- Personalization in guest favours to wedding hashtags
- Snapchat offering geotagging allowing guests to participate
- 3D printing has taken personalization to a new level

➤ **Taste of ethnicity in Food & Beverage**

- Locally Sourced ingredients giving feel of locale culture
- Food making way in floral bouquets

➤ **Trendy Fashion**

- Grooms are donning white suit jackets, bright ties and colourful shoes
- Brides are donning embellished sleeves, tulle skirts etc.

➤ **Innovative Planning Tools**

- Wedding Planning Apps are gaining popularity

Hence, the worldwide trends can be summed up as :-

- Ever changing and personalization of offerings
- Change in fashion, food & drinks being the norm
- Widespread footprint of technology
- Effects of Global economics

b) **Hot Spots:** The hotspots for wedding tourism in the world at current times can be indicated in the Diagram below. The spots are marked in black:-



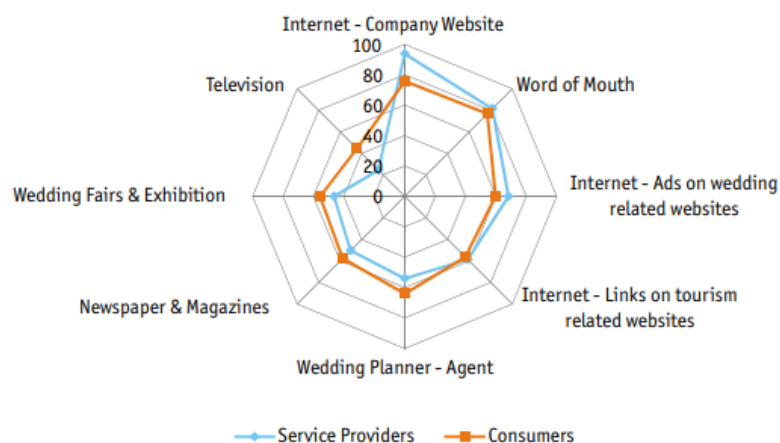
Source: <https://doi.org/10.33152/jmphss-5.2.1>

c) **Major Global Source Markets for Wedding Tourism:** As per Destination Wedding Travel Group, a leading organization in end to end wedding management, the main source markets are those most predisposed to marrying abroad, and have sufficient wealth to holiday abroad after a domestic wedding. Typically these are:

- United States
- United Kingdom
- Germany
- Italy
- France
- Scandinavia

**d) How are Service providers promoting and how are consumers accepting?**

As per proceedings of International Conference on Hospitality and Tourism Management, a mapping of marketing channels influencing purchase decision of wedding services had been undertaken. The results have been depicted below.



Source: <https://doi.org/10.33152/jmphss-5.2.1>

It can be observed herein, that Word of Mouth followed by Internet links on Tourism website has the maximum traction. Major gaps exist in most marketing channels adopted by the Service providers.

**Wedding Tourism in the Indian Context**

**a) Coinage:** In India, Wedding Tourism is often referred to as Marriage Tourism, officially found its first usage by the then Union Tourism minister, in a speech at the inaugural ceremony of International Tourism Bourse – Berlin, held between 7 -11 March 2007, though as a concept it was practised far and wide.

**b) India as a destination for Wedding Tourism:** India has an impeccable opportunity to place itself at the global map of wedding tourism. The following factors formidably place India at the helm of wedding.

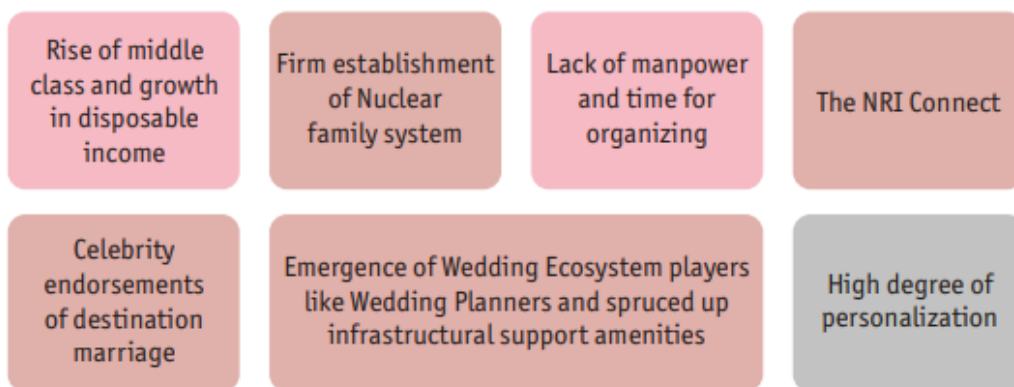
India as wedding tourism hub – some points that could work in its advantage



Source: <https://doi.org/10.33152/jmphss-5.2.1>

d) **The major drivers of Wedding tourism in India:** The major events that gave impetus to wedding tourism in India can be highlighted in the diagram below

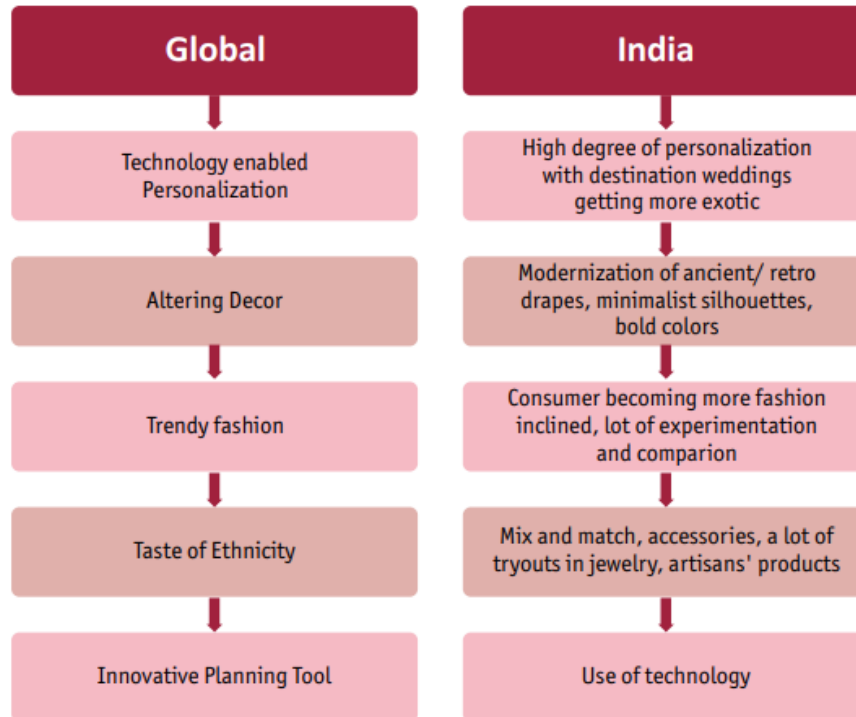
India as wedding tourism hub – some points that could work in its advantage



Source: <https://doi.org/10.33152/jmphss-5.2.1>

### e) Matching the trends of Wedding Tourism – Global vis a vis India

The figure below showcases that Indian Wedding Tourism is catching up with the Global Trends.



Source: <https://doi.org/10.33152/jmphss-5.2.1>

### 1.3 SOCIAL MEDIA APPS:

In addition to its role in the planning process, social media has transformed the way guests experience destination weddings. Guests can follow along with the wedding planning process through social media updates and share their own experiences through photos and posts. This not only enhances the guest experience but also serves as a powerful marketing tool for venues and vendors.

**Some of the popular social media applications are as follows:**

- Instagram
- Facebook
- Pinterest
- Youtube
- Twitter

## **INSTAGRAM:**



Source: [pixabay.com/photo/2016/08/09/17/52/](https://pixabay.com/photo/2016/08/09/17/52/)

Instagram has become a popular social media platform for couples planning their destination weddings. The platform allows couples to search for inspiration and connect with vendors and venues in their desired location. With the use of hashtags, couples can easily find local vendors and venues, as well as real wedding photos from other couples who have tied the knot in their chosen destination. Instagram also allows couples to create a public profile for their wedding, where they can share updates, photos, and details about their big day with their guests. This provides a convenient and centralized location for guests to find all the information they need about the wedding, from travel arrangements to dress codes. However, the use of Instagram for destination weddings also has its drawbacks. Couples may feel pressure to create a picture-perfect wedding for their Instagram followers, which can lead to overspending and unrealistic expectations.

## **FACEBOOK**



Source: [facebook.com/images/](https://facebook.com/images/)

Facebook is another social media platform that has become popular for promoting destination weddings. With over 2 billion active users, Facebook offers a vast audience for destination wedding vendors and venues to showcase their services and products.

One of the main advantages of Facebook is its targeted advertising feature, which allows businesses to reach potential clients based on their location, interests, and other demographic information. This means that destination wedding vendors and venues can specifically target couples who are interested in getting married in their location and offer them tailored packages and promotions.

## **PINTEREST**



Source: [freepik.com/premium-vector/square-pinterest-logo](https://www.freepik.com/premium-vector/square-pinterest-logo)

Pinterest is a visual social media platform that has become a popular tool for promoting destination weddings. The platform allows users to create virtual pinboards of images and ideas, making it a perfect platform for inspiration and idea sharing for couples planning their dream wedding. Pinterest can also be used to collaborate and communicate with clients. Wedding planners and vendors can create shared boards with their clients, allowing them to contribute ideas and inspiration to the planning process. This not only helps to personalize the wedding but also strengthens the relationship between the vendor and client.

## **YOUTUBE**



Source: [png.pngtree.com/png-clipart/20221018/](https://www.png.pngtree.com/png-clipart/20221018/)

YouTube has become a popular tool for promoting destination weddings through video content. The platform allows destination wedding vendors and venues to showcase their services, highlight their location, and give potential clients a virtual tour of their property.

One of the main advantages of using YouTube for promoting destination weddings is its ability to provide a more immersive experience than traditional forms of advertising. By creating high-quality video content, vendors and venues can give potential clients a sense of what it's like to have a wedding at their location, allowing them to visualize themselves there.

Overall, YouTube has become a powerful tool for promoting destination weddings through video content. By creating immersive and engaging videos, vendors and venues can attract potential clients and showcase their services and location, making it an effective marketing tool in the destination wedding industry.

## **TWITTER**



Source: [w7.pngwing.com/pngs/421/879/png](http://w7.pngwing.com/pngs/421/879/png)

Twitter is a social media platform that has become popular for promoting destination weddings. While it may not have the visual focus of platforms like Instagram and Pinterest, Twitter offers a unique opportunity to engage with potential clients and promote destination weddings through real-time updates and conversations.

Destination wedding vendors and venues can use Twitter to share updates about their services, including upcoming events, promotions, and new offerings. They can also use the platform to share content related to destination weddings, such as tips and advice for planning a wedding abroad, as well as share photos and videos from previous weddings.

Twitter's search function allows users to find tweets related to specific keywords, such as the destination location or wedding style, making it a powerful tool for connecting with potential clients who are interested in having a destination wedding. Vendors and venues can use relevant hashtags, such as #destinationwedding or #beachwedding, to ensure their tweets are seen by users searching for those topics. Overall, while Twitter may not be as visually focused as other social media platforms, it offers a unique opportunity for real-time engagement and conversation with potential clients interested in destination weddings.

#### **1.4 Need of the study**

The study can be used to examine how social media affects destination choice and how it stands up against other information sources like travel agencies or word-of-mouth recommendations. The study on the use of social media for destination weddings and location selection can also provide insight into how wedding planning and travel trends are always changing. Couples now approach wedding planning and travel in a different way as a result of the growth of social media and digital technologies. The study can help to identify these trends and provide insights into how the destination wedding industry can adapt to meet the changing needs and expectations of its customers.

#### **1.5 Objectives of the study**

1. To study the prospects of wedding tourism destinations.
2. To determine how social media influences the choice of wedding destinations.
3. To identify the factors influencing destination weddings.
4. To suggest effective social media strategies for destination weddings.

#### **1.6 Scope of the study**

The research project could focus on answering specific research questions related to the impact of social media on destination wedding and destination choice, such as how social media influences the decision-making process and the factors that affect its effectiveness. It could target a specific population, such as couples who have recently planned or are planning a destination wedding, to gather insights into their behaviours and preferences.

## **1.7 Limitations of the study**

The data was obtained through questionnaire and has its own limitation. The research was carried out in the short span of time with a limited sample size of 318. Due to confidentiality of some information accurate response was not revealed by some of the respondent. Respondent had marked the questionnaire which may be socially incorrect irrespective of their actual feeling cannot be accurate since the survey is subjected to the bias and of the respondents.

## **1.8 Chapterization**

The following chapter and content analysis will apply to the research study.

### **Chapter I-Introduction**

In this chapter, a holistic perspective is provided of the proposed research. The chapter provides a brief introduction about Tourism, Wedding tourism, social media apps, Need for the study, Scope for the study, Objectives of the study, limitation of the study.

### **Chapter II-Review of Literature**

In this chapter, the review of literature is collected on wedding tourism, social media and destination wedding, role of social media influence on destination selection, destination wedding and destination selection process.

### **Chapter III-Research and Methodology**

This chapter provides a discussion on how the study is conducted and its descriptions by using research design, data collection methods, sampling design, research instruments, and construct measurement (scale and operation definitions). Furthermore, it discusses data processing and data analysis.

### **Chapter IV-Analysis and interpretation of results**

In this chapter, data are analyzed in detail and interpreted in terms of the primary theme of the dissertation. The result of the analysis and its discussions are given to disclose the proposed research problem.

## **Chapter V-Findings, Suggestion, and Conclusion**

In this chapter, the research is concluded. The finding of the study is summarized. It also proposes various suggestions for the destination wedding being promoted through social media.

*Chapter II*  
*Review of Literature*



## CHAPTER II

### REVIEW OF LITERATURE

#### 2.1 Wedding Tourism:

**Mahevash Mashooq et Arun Kumar (2022)** conducted a study on “An Exploratory Study: Destination Weddings and India”. The objective of this paper is to explain the concept of a vacation wedding. The study explores the reasons for its rise in popularity as well as the ways that it has aided the travel, hospitality, and related sectors, like wedding resorts, in creating new business possibilities. In order to gather information for the study, secondary data from a variety of websites, research papers, reports, journals, and other sources will be used.

**Vidal, M. P. M. (2022)** conducted a study on “Positioning Portugal As A Wedding Destination: Targeting The American Market”. The present project aims to understand the actions that should be taken to promote the country as a wedding destination for the American market, through a qualitative research methodology, to understand how to fully leverage and develop the sector’s opportunities for the Portuguese tourism and economy.

**Mendonça, S. F. G. A. D (2020)** conducted a study on “Contribution of the Destination Weddings for the arise of Events Tourism-The Case of Portugal”. The study’s main objective analyzes how the destination weddings have contributed for the arise of events tourism in Portugal by examining what tactics are being utilized towards an international positioning; research the motivation of foreign couple’s in selecting Portugal as their wedding destination, understanding their preference level and understand how the Covid19 pandemic came to influence this niche market. A quantitative method was used to achieve the objectives, being that 2 distinct surveys were elaborated, to foreign couples and another to vendors that take part in the industry. The findings drawn mainly state how the destination weddings have contributed to events tourism.

**Urszula Szczepanik et Wojciech Wiesner (2018)** carried out research on “Destination wedding - popularity among young students”. The study's objective is to learn what young people think about wedding tourism. In Wroclaw, Poland, a group of second-year master's degree students pursuing physical education in the area of tourism and recreation were used for the study. The researcher used a diagnostic survey technique to gather the data and a questionnaire to collect research material. The questionnaire, which had 19 items, was given to 100 respondents. Findings: When asked what wedding tourism is, 69 people answered, while 31 did not. Out of 100 respondents, 26 attended a wedding in Poland, while 93 did not attend a wedding overseas. Italian, Greek, and Spanish wedding destinations were favored by respondents. The study of young people concerning wedding destination is conducted well. This phenomenon is increasingly popular, but not scientifically documented.

**Demicoli, D. (2017)** carried out research on “Malta as a Wedding Destination”. This study project's primary objectives are to explore: destination weddings in Malta, Effective implementation of this will depend on the factors that Malta's desire for destination weddings. Different research methods required to be applied in this regard. One will involve personal observation, and the other will involve a one-on-one discussion with wedding planners. It also covers other specifics like the number of visitors to Malta for weddings, ceremony and reception locations, as well as finer points like countries and religious beliefs. Additionally, by comprehending why international weddings are attractive and knowing more about what can provide an experience of Maltese culture to both the couples who got married in Malta and their bridal parties, which can range in size from 20 to hundreds of people, as well as to the couples themselves. The researcher has carefully examined each query in order to evaluate the results. He has given percentages and numbers by annualizing the results, which will make it easier to understand the market and the driving forces behind couples' decision to get married in Malta.

**Distefano, E. (2017)** conducted a study on “Malta as a destination wedding location” The popularity of destination weddings is rising everywhere. Every year, thousands of couples make the trip to a foreign country to get married. This extensive study seeks to identify the qualities of a wedding location and investigate Malta's potential as one. The study also examines the results of promoting Malta as a wedding destination in the Mediterranean and asks whether there is a demand for destination weddings in Malta. Both primary and secondary research methodologies were used to conduct this study. Seven interviews with local wedding and event planners were conducted for the study, which is a qualitative one.

The study's findings indicate that Malta possesses a lot of the qualities that make a good wedding destination and that it has the potential to become well-known as one. Destination weddings are in high demand in Malta, and this need is currently being filled. The researcher also came to the conclusion that by focusing more on this niche sector, it may grow and spread even more. As a result, Malta might gain from an increase in tourists who would boost the local economy.

**Suthatartrakul, M. N et Hoffman, K. (2017)** conducted a study on “Influences On The Consumer Decision Making Process In Selecting Destination Wedding”. This study analyses factors considered by Thai and foreign couples when choosing destination wedding by examining weddings in Thailand. The research findings illustrate which factors compel couples to choose a destination wedding because the recent trend is that many couples decide to celebrate their wedding outside of their original hometown or country of residence. The respondents were divided into four groups based on factors that couples consider before selecting destination wedding – Marketing-oriented segment (23.1%), Convenience-oriented (15.4%), Self-reliance (13.2%) and Location-oriented (48.4%). In conclusion, this study will give a better understanding of the various factors to be considered between clusters and behavior pattern of each group and also wedding preference and budget spending of each cluster.

**Breg, J. (2013)** conducted a study on “Now and Forever: Growth, Impacts and Future Evolution of Wedding Tourism”. The article discusses recent changes in demographics and travel patterns using examples from well-known and newly-discovered wedding tourism locations. The financial effects of international weddings, the possibility for future growth in the innovative, cruise, and green weddings sectors, as well as gay and lesbian tourism, are given particular consideration. In order to highlight the special service delivery needed for this niche market and to find opportunities for specialized marketing and product offerings, consumer motivations are examined.

## **2.2 Social Media and Destination Wedding:**

**Mahevash Mashooq et Arun Kumar (2022)** undertook a project on “Social Media as an Emerging Tool for Destination Weddings in India”. This paper attempts to examine the emerging position of social media as an effective tool in promoting India as a wedding destination”. The study comprised the use of secondary data for the collection of facts and figures. The research method adopted in the present research is the descriptive literature

review method. The researcher has reviewed and analyzed the available literature in the related articles, research papers, conference proceedings, books, reports, blogs, and other online sources for the conduct and analysis of the research purpose.

**Ashwini Chandrashekhar Bagale et Mrs Shilpa Clement Hate Branger (2020)** conducted study on “Destination Branding Through Wedding Tourism”. The Main goal of the examination was to separate the push and power factors that enables wedding the movement business in Mauritius. Using a mixed methodology approach to manage inquire about, the results revealed that brilliant island characteristics have been the noteworthy motivations to come to get hitched in Mauritius. Exploring the factors recognized as draw properties, the examination concurs with various examinations that have displayed that objective exhibiting and unique parts are among the basic aims which trigger the need to travel. The examination demonstrates that Mauritius has an arrangement of power expectations of which could attract all the all the more wedding piece to the objective. Wedding travel choice rely upon push and power factors. Along these lines objective credits add to the see image of the objective.

**Rohit Maheshwari (2018)** conducted study on “The Indian Wedding Industry and Use of Social Media”. The core focus of the research was to address the question; Is it of interest to build a dedicated social platform for the needs of wedding planners in India?. The data is collected in a standard manner such as; a questionnaire and the corresponding quantitative analytical technique. In contrast, in the qualitative method, the data collections are non-standardised, so that the procedures and questions can be altered during the process and emerge in a naturalistic and interactive environment. For this research purpose, interviews were conducted with four selected participants (approximately 15 minutes to 20 minutes with each participant). The research is explanatory in nature and the conclusion is established in relation to learnings from academic researches and insights facilitated by wedding planners during primary data collection.

### **2.3 Role of social media influence on destination selection:**

**Rosemary Matikiti-Manyevere et Martinette Kruger (2019)** conducted study on “The role of social media sites in trip planning and destination decision-making processes”. The research's primary objectives were to evaluate the impact of social media sites on the decision-making process related to travel as well as to identify the most popular social media platforms used for travel planning through a review of the literature. The literature on social

media and travel destination planning was thoroughly researched for this study, which was based on a number of peer-reviewed studies. Science Direct, Google Scholar, Emerald Insights Journals, Institutional Repository, Scopus, JSTOR, Taylor & Francis, SAePublications, Sabinet, and ProQuest were some of the sources checked out, as well as articles from tourism organizations like the World Tourism Organization. In order to gather data, the sources were consulted, and information about social media and travel was critically analyzed. Additionally, they must be aware of the various social media platforms that travelers in various locales regularly use and make sure that information about their attractions and services is consistently updated on these platforms with accuracy.

**Chang, H. H. (2022)** carried out research on “Virtual reality, YouTube, or social media? Assessing promotional effects on tourism destination”. This study investigated how virtual reality affects the tourism image and flow experience compared with YouTube videos and Facebook and travel pages and examined the moderating effect of the acceptance of new technologies on the relationship between tourism marketing effects and different communication tools. The virtual reality group exhibited higher levels of advertisement effects, tourism image, and four flow factors (friendliness, telepresence, interactivity, and realness) compared with YouTube and Facebook groups. A two-way analysis of variance test revealed a significant interaction between the type of marketing tools and the acceptance of new technologies with respect to the tourism image, a flow-friendly experience, and a flow interactivity experience.

**Marzouk, A. M. (2022)** conducted a study on “Egypt’s image as a tourist destination: an exploratory analysis of DMO’s social media platforms”. The aim of this study is to provide a holistic analysis of Egypt’s image as a tourist destination on Social Media Platforms (SMPs). As a result, the promoted Destination Image (DI) of Egypt on SMPs was investigated, as well as the characteristics of the SMPs and how they are currently viewed by users (tourists). An exploratory analysis using a two-step quantitative approach was carried out. The findings show that the Egyptian SMPs failed to make a relative balance among the various key attractions to successfully deliver Egypt as a destination for all tastes. However, the validity of using the SMPs as marketing platforms can be improved if they are managed by a proficient team recognizing the value of the destination and being conscious of marketing techniques (e.g., the relevance of content, information depth and amount, and the ability to develop a relationship). This paper concentrates on Egypt’s image; however, the

value of this study lies in being among the recent studies to assess both the projected and perceived destination image on social media platforms.

#### **2.4 Destination wedding and Decision-making process:**

**Tham, A., Croy, G., & Mair, J. (2013)** conducted a study on “Social Media in Destination Choice: Distinctive Electronic Word-of-Mouth Dimensions”. Studies investigating the influence of social media on destination choice are in an exploratory stage. Essentially, social media disseminates word of mouth electronically, unlike traditional word of mouth. However, within tourism, evidence has suggested that both terms may be used interchangeably. In this article, five points of difference suggest that electronic word of mouth is to be treated as a unique entity. The distinctive characteristics of electronic word of mouth are little known source-receiver relationships, channel variety and presentation of contents, opportunities for information solicitation, message retention capabilities, and content provider motivations for disclosure. Three considerations for destination management organizations are creating opportunities for past visitors to narrate memorable tourism experiences, involving industry partners to build relevant destination images and greater engagement with social media. This conceptual article advances the understanding of electronic word of mouth in presenting distinctive credibility profiles toward a proposed influence on destination image and choice.

**Aaron Tham (2020)** conducted a study on “Social media influence on tourists’ destination choice: importance of context”. While social media receive considerable scholarly attention, studies reveal mixed outcomes in relation to its influence on tourists’ destination choices. There is nonetheless a persistent perception that social media has a fundamental influence on destination choice. However, those studies that do find a social media influence are in contexts where tourists are predisposed to be influenced (the contexts were selected due to social media presence or influence). These studies also have limitations in terms of social media types, tourists and destinations. This research responds to the challenges and explores social media influence across diverse destination choice contexts. Through face-to-face interviews conducted with 39 Australian tourist decision-makers, the findings reveal that social media influence is only apparent when specific context-conditions are co-present. Instead, most destination choice contexts are likely to result in *low* levels of social media influence. The findings advance theory by identifying three contextual dimensions for social media influence: level of social media engagement; destination novelty or familiarity; and

complexity of the planning decision. This research importantly demonstrates the need to illuminate context when conceptualising social media influence on tourists' destination choices. Practically, destinations should utilise social media to demonstrate ease of visit planning.

***Chapter III***  
***Research Methodology and***  
***Profile of the Study***



## **CHAPTER III**

### **PART I - RESEARCH METHODOLOGY**

#### **3.1. INTRODUCTION**

This chapter illustrates the way of the research has been conducted by presenting the methodologies and theories used. The technical details of the research are described and detailed. Important issues such as philosophy of the research, preparation of the research, the method and procedure of data collection, components of questionnaire, sampling decision are covered. The first process is topic selection. The knowledge, observation and interest on a topic help to finalize the topic. After that theories and literatures have been searched to support the research. Next, the problem and the research question have been developed and research methods have been selected. The next step is to collect data with using the methods planned. After the data is collected, we analyse the data with selected theories. At last, the conclusion is drawn.

#### **3.2. RESEARCH DESIGN:**

To start a research, there must be an understanding of in which way the research will be approached. Philosophies and approaches are the first and second layers of the 'research opinion' respectively (Saunders, et al, 2008; cited in Saunders et al, 2009; 108).

To be clear about the theory in the early stages of the study, has brought out a decision, it is to decide in which the study should be conducted. There are two main research approaches have been using. Deductive approaches have been chosen for this study. The deductive approach attempts to figure the theory first and then moving from the theory, the collected data is tested. Moreover, the deductive approach is valid for quantitative data and since this study consists quantitative data, it is appropriate for this study.

The research philosophy reflects how and in which way we view the world furthermore how we figure the theory first and then moving from the theory, the collected data is tested. The research philosophy reflects how and in which way we view the world furthermore how we view our research and it is helpful to explain research approaches when collecting and analysing the data. Positivism is the philosophy which provides a natural science way to conduct the research. The researcher does not affect or be affected by the

subject of the research and the data can be collected free from the researcher's values and feelings. This study will be managed by a positivity philosophy.

In order to collect data from viewpoint of consumers, the strategy of the research is the survey. To investigate consumer behaviours and purchasing decisions, a quantitative approach is used to analyse the results from the survey. Survey in the form of questionnaire is chosen for this research. Surveys are a kind of research which is more rigid than interviews. They are usually used to gather ideas from a large population. Each respondent is asked to respond to the same set of questions, it provides an efficient way of collecting responses from a large sample prior to quantitative analysis (Saunders et al., 2009: 361). The questionnaire was prepared as self-administered and published electronically using the internet, internet-mediated questionnaires. Since the nature of the questionnaire help to reach a large population, internet-mediated questionnaire makes that one step further and it was possible to reach more respondents.

### **3.3. SAMPLING DESIGN**

#### **STRATEGY**

In order to address the research aim the participants were selected using a non-probability sampling method.

#### **TYPES OF UNIVERSE**

For the purpose of the study, in and around respondents from India were selected as population.

#### **SAMPLE SIZE**

The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size of the study is 318.

#### **SAMPLING PROCEDURE**

The sampling procedure used is convenience sampling. The convenience sampling is a non-probability technique where subjects are selected because of their convenient.

### **3.4. SOURCE OF DATA**

#### **PRIMARY DATA**

Primary data are those data that are collected fresh for the first time and thus happen to be original in characters. The questionnaire is considered as the heart at the survey opinion. Thus, the primary data has been collected as structured questionnaire and multiple-choice questions.

#### **SECONDARY DATA**

Secondary sources are those data's which have already been collected by someone else and which have already been passed through the statistical such as articles, journals, internet and publish survey reports.

### **3.5 DATA COLLECTION**

#### **QUESTIONNAIRE**

A questionnaire consists of a number of questions printed or typed in a definite order. Definite order on a form. The responders filled the multiple-choice questions and Likert's 5 rating scale questions The structured questionnaire consists of mainly two kinds of questions:

- Multiple choice questions
- Rating scale questions

The convenience sampling is a non-probability technique where subjects are selected because of their convenient.

#### **CONSTRUCT MEASUREMENT (SCALE)**

##### **LIKERT SCALE**

Likert scales are often used in psychology questions and typically involved offering a response that ranges from strongly disagrees to strongly agree. In this research, we have used the Likert Scale to collect the responses and the opinions of respondents on each statement is presented in the questionnaire. The Likert Scale to collect the responses and the opinions of respondents on each statement is presented in the questionnaire.

The questionnaire is administered in the following way:

#### SCALES SCORE

Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

### 3.6 TOOLS FOR ANALYSIS

Primary data is collected through questionnaire. Questionnaire used as the primary research instrument where distributed to respondents for their feedback. The statistical analysis was done through SPSS.

- Percentage Analysis
- Descriptive Analysis
- One-Way Anova
- T-Test

### PERCENTAGE ANALYSIS

The percentage method is used for percentage of different demographic factors. The collected data represented in the form of tables and graphs in order to give effective visualization of comparison made. Percentage analysis is a statistical tool which used to identify the percentage from the respondents response to a single question which is accounted samples. It is used to compare the relative terms and distributions of two or more data.

$$\text{PERCENTAGE} = \frac{\text{NUMBER OF RESPONDENTS}}{\text{TOTAL NUMBER OF SAMPLES}} \times 100$$

The percentage analyses of this study are done on the gender, age, education, annual income, marital status, mode of transport and employment status.

## **DESCRIPTIVE ANALYSIS:**

Descriptive Analysis is the type of analysis of data that helps describe, show or summarize data points in a constructive way such that patterns might emerge that fulfils every condition of the data. It is one of the most important steps for conducting statistical data analysis. It gives you a conclusion of the distribution of your data, helps you detect typos and outliers, and enables you to identify similarities among variables, thus making you ready for conducting further statistical analyses.

### **Types of Descriptive Analysis**

1. **Measures of frequency:** shows how often something occurs. The quantities that fall under this category include the frequency, relative frequency, and the cumulative relative frequency. You can visualize frequency using a frequency distribution.
2. **Measures of central tendency:** shows the averages of your dataset. These include the mean, median, and mode.
3. **Measures of dispersion or variation:** shows how dispersed or diverse the values of the dataset are. These include the range, variance, standard deviation, skewness, and kurtosis.
4. **Measures of position:** shows how the values fall in relation to one another. These include the percentile and quartile ranks.

## **ONE WAY ANOVA**

Analysis of variance (abbreviated as ANOVA) is an extremely useful technique concerning researches in the fields of economics, biology, education, psychology, sociology, and business/industry and in researches of several other disciplines. This technique is used when multiple sample cases are involved. ANOVA is essentially a procedure for testing the difference among groups of data for homogeneity. There may be variation between samples and also within sample items. The basic principle is to test for differences among the means of the populations by examining the amount of variation within each of these samples, relative to the amount of variation between samples.

## ONE WAY ANOVA

1. To obtain the each mean of each sample  $X_1, X_2, X_3, \dots, X_k$  when there are  $K$  samples
2. Work out the mean of sample mean as follows:

$$\bar{X} = \frac{X_1 + X_2 + X_3 + \dots + X_k}{\text{No Of samples (k)}}$$

3. To find out the sum of squares for variation between the samples (SS)

$$SS = n_1(X_1 - \bar{X})^2 + n_2(X_2 - \bar{X})^2 + \dots + n_k(X_k - \bar{X})^2$$

4. To find Mean Square (MS)

$$MS = \frac{SS \text{ between}}{k-1}$$

5. So sum of squares within groups can be written as:

$$SS \text{ within} = \sum (x_{1i} - X_1)^2 + \sum (x_{2i} - X_2)^2 + \dots + \sum (x_{ki} - X_k)^2$$

Where  $i = 1, 2, 3, \dots$

6. Mean square within sample:

$$MS \text{ within} = \frac{SS \text{ within}}{n-k}$$

1. Sum of squares for total variance:

$$SS \text{ for total variance} = \sum (X_{ij} - \bar{X})^2$$

Where  $i = 1, 2, 3, \dots, j = 1, 2, 3, \dots$

$$SS \text{ for total variance} = SS \text{ between} + SS \text{ within}$$

2. F ratio worked out as

$$F \text{ ratio} = \frac{\text{MS between}}{\text{MS within}}$$

### **T-Test**

A **T-test** is a statistical test that is used to compare the means of two groups. It is often used in hypothesis testing to determine whether a process or treatment actually has an effect on the population of interest, or whether two groups are different from one another.

The *t* test is a parametric test of difference, meaning that it makes the same assumptions about your data as other parametric tests. The *t* test assumes your data:

1. are independent
2. are (approximately) normally distributed
3. have a similar amount of variance within each group being compared.

## PART II - PROFILE OF THE STUDY

### 3.7 Popular Wedding Destinations in India:

**Destinations that can be promoted:** Special emphasis on Rajasthan, Kerala, Maharashtra, Goa, Uttarakhand, Tamilnadu etc. A few of those destinations have already made their mark as prime wedding destinations as discussed below:-

#### RAJASTHAN:

Rajasthan, a state in northern India, is a popular destination for hosting a wedding due to its rich cultural heritage, royal palaces, and beautiful landscapes. The state is known for its opulent and luxurious weddings, which offer a unique blend of traditional and modern wedding celebrations.

One of the most popular wedding destinations in Rajasthan is Jaipur, the state capital, which is also known as the 'Pink City'. Jaipur is home to some of the most beautiful palaces, forts, and havelis (traditional Indian mansions), which make for stunning wedding venues. Some of the popular wedding venues in Jaipur include City Palace, Rambagh Palace, and Samode Palace.

Other popular wedding destinations in Rajasthan include Udaipur, Jodhpur, and Jaisalmer. Udaipur, also known as the 'City of Lakes', is home to some of the most beautiful lakeside palaces, such as the Lake Palace and the Jagmandir Palace, which are perfect for a fairytale wedding. Jodhpur, also known as the 'Blue City', is home to the majestic Mehrangarh Fort, which provides a stunning backdrop for a wedding celebration. Jaisalmer, known as the 'Golden City', is known for its beautiful sand dunes and stunning palaces, such as the Jaisalmer Fort and the Patwon ki Haveli.



Source: [micato.com/wp-content/uploads/](http://micato.com/wp-content/uploads/)

Rajasthan offers a wide range of wedding venues, from luxurious palaces and forts to beautiful outdoor locations such as gardens and lakesides. The state is also known for its rich cuisine, colorful traditions, and vibrant culture, which adds to the overall wedding experience. Hosting a destination wedding in Rajasthan can be a memorable and unforgettable experience for both the couple and their guests.

## **GOA:**

Goa, a state on the western coast of India, is a popular destination for hosting a wedding due to its beautiful beaches, picturesque landscapes, and vibrant culture. The state offers a mix of traditional and modern wedding venues, making it an ideal location for a wedding celebration.

One of the most popular wedding destinations in Goa is North Goa, which is known for its beautiful beaches, such as Candolim, Calangute, and Baga. North Goa offers a range of wedding venues, including beach resorts, heritage properties, and luxury villas. Some of the popular wedding venues in North Goa include Taj Fort Aguada Resort & Spa, The Leela Goa, and Grand Hyatt Goa.

South Goa is another popular wedding destination in Goa, which is known for its scenic beauty and tranquil atmosphere. The region offers a mix of traditional and modern wedding venues, including beach resorts, heritage properties, and hilltop villas. Some of the popular wedding venues in South Goa include Zuri White Sands Resort & Casino, Alila Diwa Goa, and Planet Hollywood Beach Resort.

Goa is known for its rich cultural heritage and vibrant traditions, which add to the overall wedding experience. The state's Portuguese influence is visible in its architecture, music, and cuisine, with dishes such as Vindaloo, Sorpotel, and Bebinca being popular among locals and tourists alike. The state is also known for its hospitality, with warm and friendly locals who are always ready to welcome guests.



Source: [media.weddingz.in/images/](https://media.weddingz.in/images/)

Overall, Goa is a beautiful and vibrant destination that offers a unique and unforgettable wedding experience, with a mix of natural beauty, cultural richness, and warm hospitality. Whether you prefer a beach wedding or a traditional ceremony, Goa has something to offer for every couple looking to tie the knot in a picturesque location.

#### **KERALA:**

Kerala, a state in southern India, is also a popular destination for hosting a wedding due to its serene backwaters, pristine beaches, and lush greenery. The state is known for its scenic beauty, diverse culture, and warm hospitality, which makes it an ideal location for a wedding celebration.

One of the most popular wedding destinations in Kerala is Kochi, also known as the 'Queen of the Arabian Sea'. Kochi offers a mix of traditional and modern wedding venues, including heritage properties, beach resorts, and backwater resorts. Some of the popular wedding venues in Kochi include Bolgatty Palace, Le Meridien Kochi, and Brunton Boatyard.

Another popular wedding destination in Kerala is Alleppey, also known as the 'Venice of the East', which is famous for its backwaters and houseboats. Alleppey offers a unique and memorable wedding experience, with ceremonies taking place on a houseboat, surrounded by the serene backwaters and lush greenery.



Source: [happywedding.app/blog/wp-content/uploads/](https://happywedding.app/blog/wp-content/uploads/)

Kerala also offers a range of outdoor wedding venues, including beaches, hill stations, and waterfalls. Some of the popular outdoor wedding destinations in Kerala include Kovalam beach, Munnar hill station, and Athirapally waterfalls.

Kerala's rich culture and traditions add to the overall wedding experience, with elaborate ceremonies and rituals such as the Sadya feast, mehndi ceremony, and the traditional Thalikettu ceremony. The state is also known for its delicious cuisine, with a variety of vegetarian and non-vegetarian dishes that are sure to delight the guests.

Overall, Kerala is a beautiful and tranquil destination that offers a unique and unforgettable wedding experience, with a blend of natural beauty, cultural richness, and warm hospitality.

## **MAHARASHTRA:**

Maharashtra, a state in western India, is a diverse and vibrant destination for hosting a wedding celebration. The state offers a mix of traditional and modern wedding venues, rich cultural heritage, and mouth-watering cuisine, making it an ideal location for a wedding.

One of the most popular wedding destinations in Maharashtra is Mumbai, the state capital, which offers a range of venues such as five-star hotels, beachside resorts, and heritage properties. Mumbai's sea-facing locations such as Juhu Beach, Marine Drive, and the Gateway of India also make for stunning backdrops for wedding celebrations.

Another popular wedding destination in Maharashtra is Pune, also known as the 'Oxford of the East', which offers a mix of modern and traditional wedding venues. The city is home to many heritage properties, such as the Aga Khan Palace and Shaniwar Wada, which are perfect for a grand wedding celebration.

Maharashtra also offers a range of outdoor wedding venues, including hill stations, vineyards, and beaches. Some of the popular outdoor wedding destinations in Maharashtra include Lonavala hill station, Nashik vineyards, and Alibaug beach.



Source: [thenomadfoodie.com/wp-content/uploads/2018/05/](https://thenomadfoodie.com/wp-content/uploads/2018/05/)

Maharashtra is known for its rich culture and traditions, with a variety of ceremonies and rituals such as the Haldi ceremony, Sangeet ceremony, and the Maharashtrian-style wedding ceremony. The state is also known for its delicious cuisine, with a variety of vegetarian and non-vegetarian dishes such as Vada Pav, Misal Pav, and Kolhapuri Chicken, which are sure to delight the guests.

Overall, Maharashtra is a dynamic and diverse destination that offers a unique and unforgettable wedding experience, with a blend of modernity and tradition, cultural richness, and mouth-watering cuisine.

### **UTTARAKHAND:**

Uttarakhand, a state in northern India, is a popular destination for hosting a wedding due to its scenic beauty, serene environment, and spiritual significance. The state offers a mix of traditional and modern wedding venues, making it an ideal location for a wedding celebration.

One of the most popular wedding destinations in Uttarakhand is Dehradun, the state capital, which offers a range of wedding venues, including five-star hotels, heritage properties, and outdoor venues. Dehradun is surrounded by lush green hills and is known for its pleasant weather, making it a perfect location for a destination wedding.

Another popular wedding destination in Uttarakhand is Rishikesh, a spiritual town situated on the banks of the river Ganges. Rishikesh offers a range of wedding venues, including riverfront resorts, ashrams, and outdoor venues, which provide a serene and spiritual atmosphere for the wedding celebration.



Source: [blog.peppynite.com/wp-content/uploads/](http://blog.peppynite.com/wp-content/uploads/)

Uttarakhand also offers a range of outdoor wedding venues, including hill stations, national parks, and lakes. Some of the popular outdoor wedding destinations in Uttarakhand include Nainital hill station, Jim Corbett National Park, and Bhimtal lake.

Uttarakhand is known for its rich cultural heritage and traditions, with a variety of ceremonies and rituals such as the Kumaoni-style wedding ceremony, the Pahari-style wedding ceremony, and the Garhwali-style wedding ceremony. The state is also known for its delicious cuisine, with a variety of vegetarian and non-vegetarian dishes such as Kafuli, Bhang Ki Chutney, and Bal Mithai, which are sure to delight the guests.

Overall, Uttarakhand is a serene and picturesque destination that offers a unique and unforgettable wedding experience, with a blend of natural beauty, cultural richness, and spiritual significance.

## **Tamil Nadu**

Tamil Nadu, a state in southern India, is a vibrant and culturally rich destination for hosting a wedding celebration. The state offers a mix of traditional and modern wedding

venues, rich cultural heritage, and mouth-watering cuisine, making it an ideal location for a wedding.

One of the most popular wedding destinations in Tamil Nadu is Chennai, the state capital, which offers a range of venues such as five-star hotels, beachside resorts, and heritage properties. Chennai's sea-facing locations such as Marina Beach, Mahabalipuram, and the Fort St. George also make for stunning backdrops for wedding celebrations.

Another popular wedding destination in Tamil Nadu is Madurai, also known as the 'Temple City', which offers a mix of modern and traditional wedding venues. The city is home to many iconic temples, such as the Meenakshi Temple and Thirumalai Nayak Palace, which are perfect for a grand wedding celebration.



Source: [mysticstudios.in/wp-content/uploads/](https://mysticstudios.in/wp-content/uploads/)

Tamil Nadu also offers a range of outdoor wedding venues, including hill stations, wildlife sanctuaries, and beaches. Some of the popular outdoor wedding destinations in Tamil Nadu include Ooty hill station, Mudumalai Wildlife Sanctuary, and Mahabalipuram beach.

Tamil Nadu is known for its rich culture and traditions, with a variety of ceremonies and rituals such as the Kalyanam ceremony, Pongal, and the Tamil-style wedding ceremony. The state is also known for its delicious cuisine, with a variety of vegetarian and non-vegetarian dishes such as Dosa, Idli, and Chettinad Chicken, which are sure to delight the guests.

Overall, Tamil Nadu is a vibrant and culturally rich destination that offers a unique and unforgettable wedding experience, with a blend of modernity and tradition, cultural richness, and mouth-watering cuisine.

## *Chapter IV*

# *Analysis and Interpretation*



## **CHAPTER IV**

### **ANALYSIS AND INTERPRETATION**

The chapter deals with the analysis of the data that has been collected from the respondents by administering questionnaire. The researcher analyzed and tabulated the data based on the demographic profile of the respondents.

Analysis of the data includes studying the tabulated material in order to determine the inherent factors. It is a process of breaking down the complex factors into simpler forms and to put them together in new arrangement for the purpose of interpretation. Interpretation is a research for the process, to find meaning for the research. The analysis is to summarize the collected data in such a way that they provide answer to the questions. The analysis is to study the relationship among various items in detail and interpretation will be given for the explanation of real fact in the study.

Analysis is a systematic approach to problem solving. It refers to the computation of certain measures along with searching for patterns of relationship that exists among data collected. Complex problems are made by separating them into more understandable elements. This involves the identification of purpose and facts, the statement of defensible assumptions, and the formulation of conclusion.

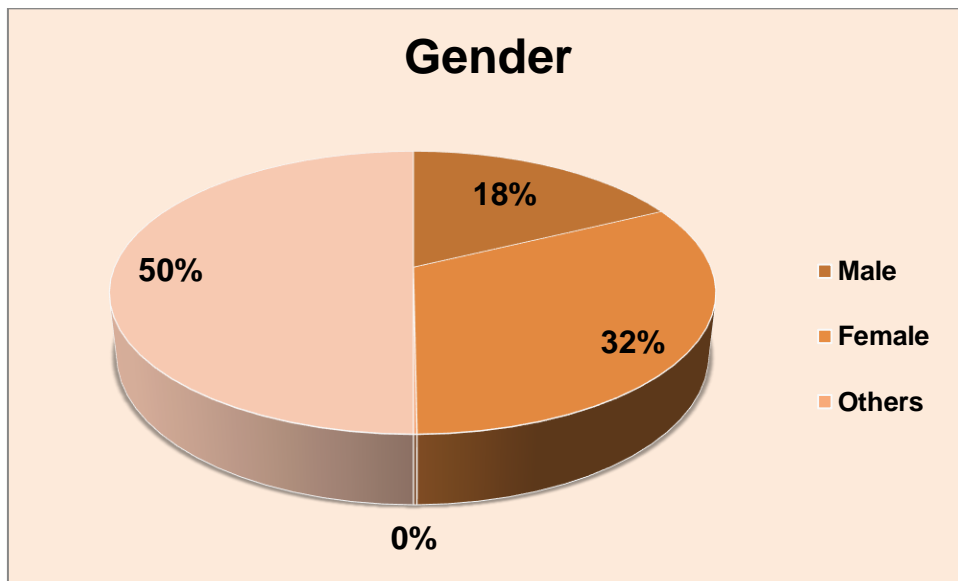
## 4.1 PERCENTAGE ANALYSIS

**Table 4.1 Gender of the Respondents**

Gender	Frequency	Percentage
Male	113	35.5
Female	204	64.2
Others	1	0.3
Total	318	100

From the above table 4.1 it is inferred that 64.2% are female respondents, 35.5% are male respondents and 0.3% are others. Majority of the respondents are female.

**Chart 4.1 Gender of the Respondents**

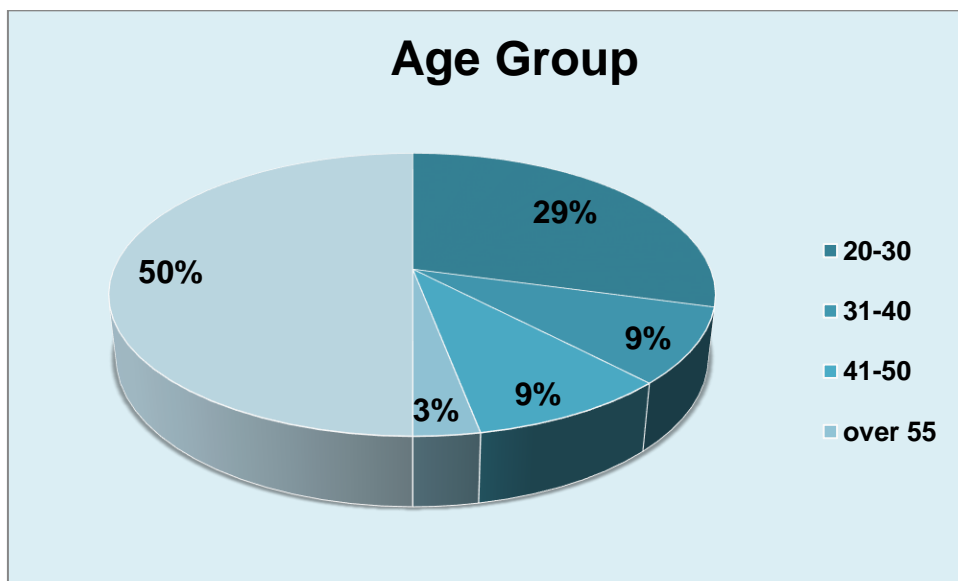


**Table 4.1.2 Age Group of the Respondents**

Age Group	Frequency	Percentage
20-30	186	58.5
31-40	55	17.3
41-50	58	18.2
over 55	19	6
Total	318	100

From the above table 4.1.2 it is inferred that 58.5% respondents are of 20-30 years of age, followed by 18.2% for the age group of 41-50 years, 17.3% for the age group 31-40 years, 6% for the age group of over 55 years. Majority of the respondents are of 20-30 years of age.

**Chart 4.1.2 Age Group of the Respondents**

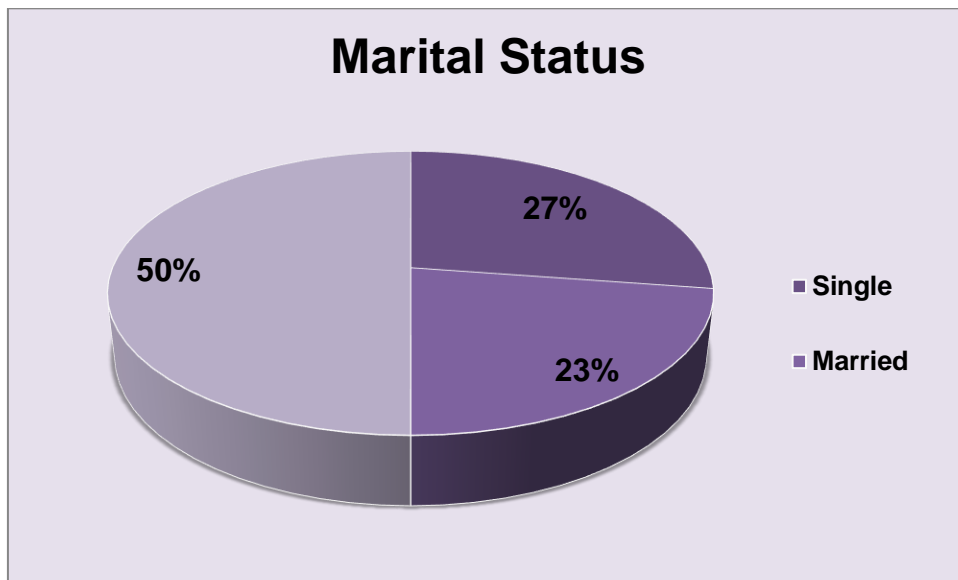


**Table 4.1.3 Marital Status of the Respondents**

<b>Marital Status</b>	<b>Frequency</b>	<b>Percentage</b>
Single	174	54.7
Married	144	45.3
Total	318	100

From the above table 4.1.3 it is inferred that 54.7% of respondents are single and 45.3% of respondents are married. Majority of the respondents are single.

**Chart 4.1.3 Marital Status of the Respondents**

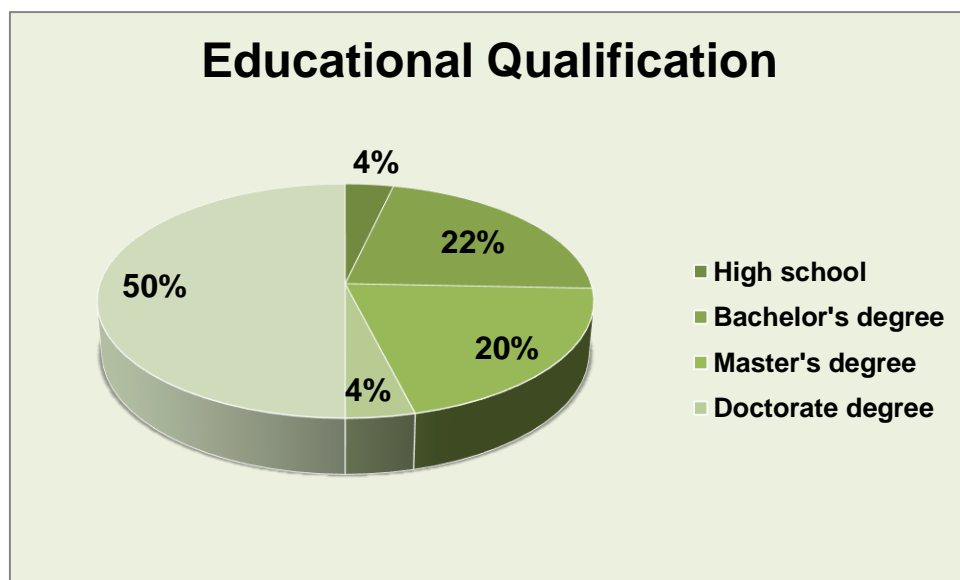


**Table 4.1.4 Educational Qualification of the Respondents**

<b>Educational Qualification</b>	<b>Frequency</b>	<b>Percentage</b>
High school	23	7.2
Bachelor's degree	140	44
Master's degree	130	40.9
Doctorate degree	25	7.9
Total	318	100

From the above table 4.1.4 it is inferred that 7.2% of respondents are high school level, 44% of respondents are Bachelor’s degree, 40.9% of respondents are Master’s degree and 7.9% of respondents are doctorate degree. Majority of the respondents are Bachelor’s degree.

**Chart 4.1.4 Educational Qualification of the Respondents**

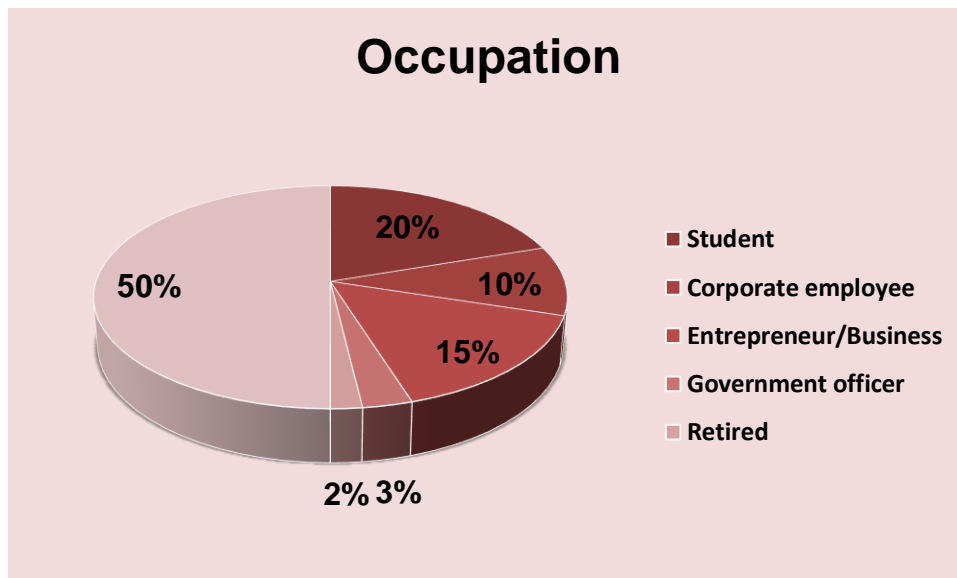


**Table 4.1.5 Occupation of the Respondents**

<b>Occupation</b>	<b>Frequency</b>	<b>Percentage</b>
Student	126	39.6
Corporate employee	64	20.1
Entrepreneur/Business	97	30.5
Government officer	19	6
Retired	12	3.8
Total	318	100

From the above table 4.1.5 it is inferred that 39.6% of respondents are student, 30.5% of respondents are Entrepreneur/business, 20.1% of respondents are corporate employee, 6% of respondents are Government Officer and 3.8% of respondents are retired. Majority of the respondents are student.

**Chart 4.1.5 Occupation of the Respondents**

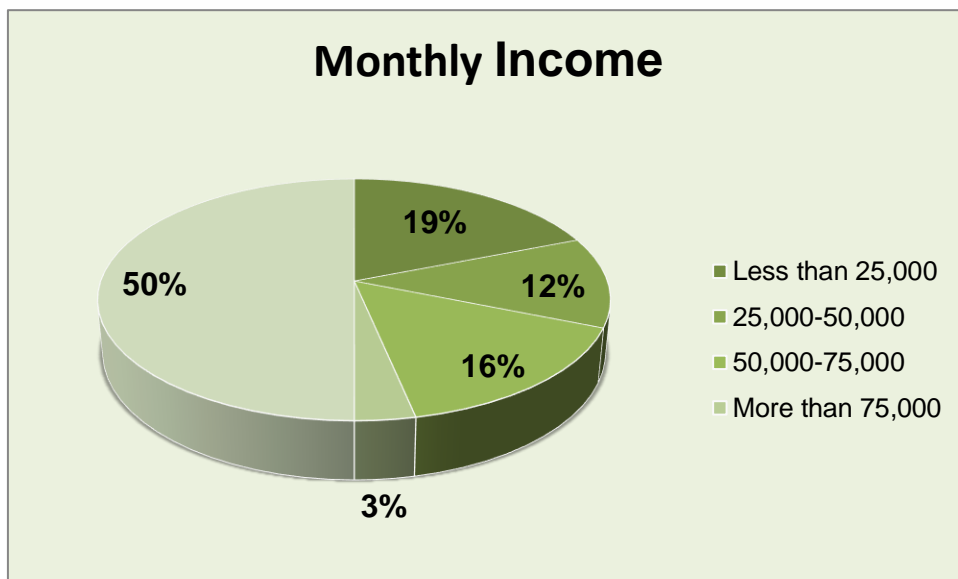


**Table 4.1.6 Monthly Income of the Respondents**

<b>Monthly Income</b>	<b>Frequency</b>	<b>Percentage</b>
Less than 25,000	121	38.1
25,000-50,000	77	24.2
50,000-75,000	99	31.1
More than 75,000	21	6.6
Total	318	100

From the above table 4.1.6 it is inferred that 38.1% of respondents are less than 25000, 31.1% of respondents are 50,000-75,0000, 24.2% of respondents are 25,000-50,000, and 6.6% of respondents are above more than 75,000. Majority of the respondents income is less than 25000.

**Chart 4.1.6 Monthly Income of the Respondents**

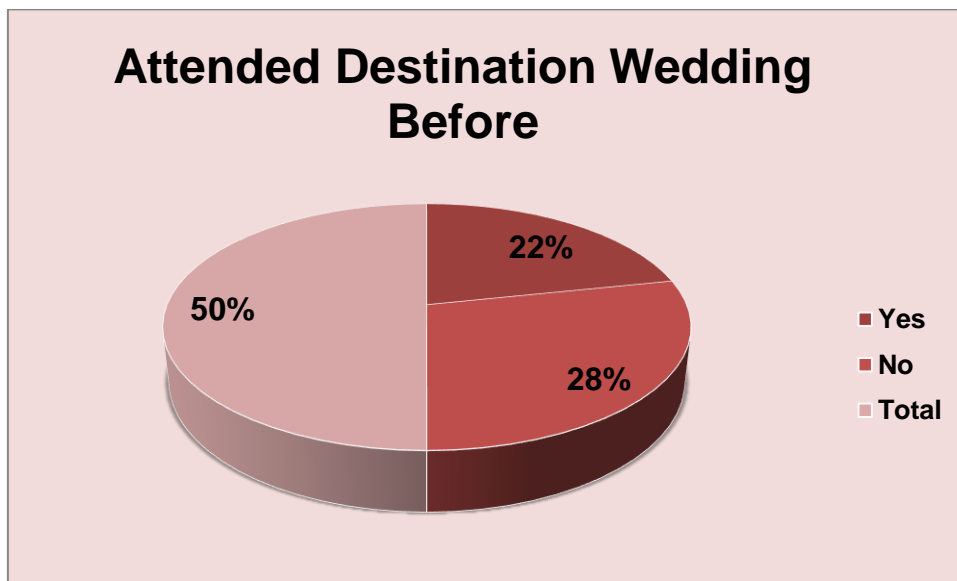


**Table 4.1.7 Attended Destination Wedding Before**

<b>Attended Destination Wedding Before</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	138	43.4
No	180	56.6
Total	318	100

From the above table 4.1.7 it is inferred that 56.6% of respondents have not attended destination wedding before and 43.4% of respondents have attended destination wedding before. Majority of the respondents have not attended destination wedding before.

**Chart 4.1.7 Attended Destination Wedding Before**

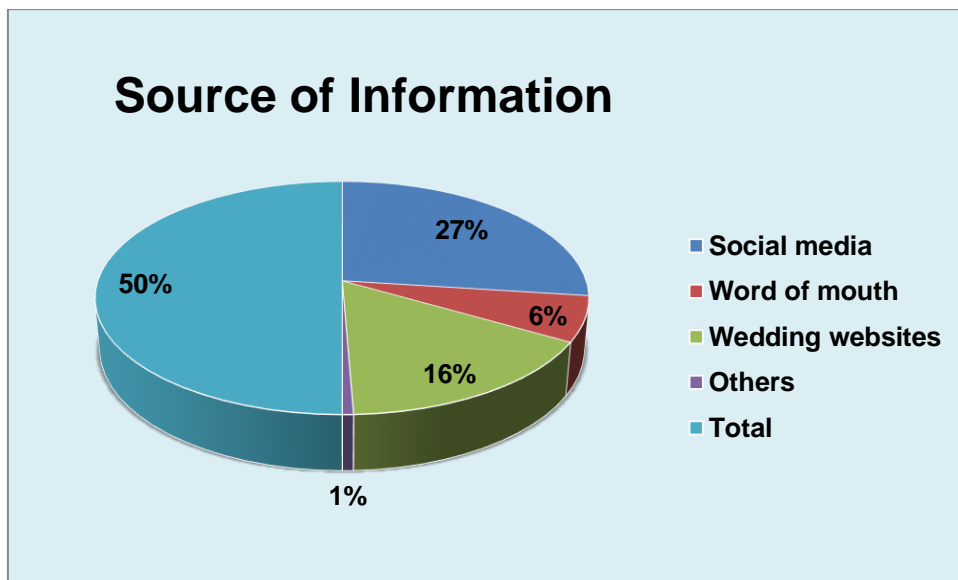


**Table 4.1.8 Source of Information**

Source of Information	Frequency	Percentage
Social media	172	54.1
Word of mouth	40	12.6
Wedding websites	102	32.1
Others	4	1.3
Total	318	100

From the above table 4.1.8 it is inferred that 54.1% of respondents have found destination wedding locations through social media platforms, followed by 32.1% of respondents have have found destination wedding locations through wedding websites, 12.6% have found destination wedding locations through word of mouth, and 1.3% through other platforms. Majority of the respondents have have found destination wedding locations through social media platforms.

**Chart 4.1.8 Source of Information**

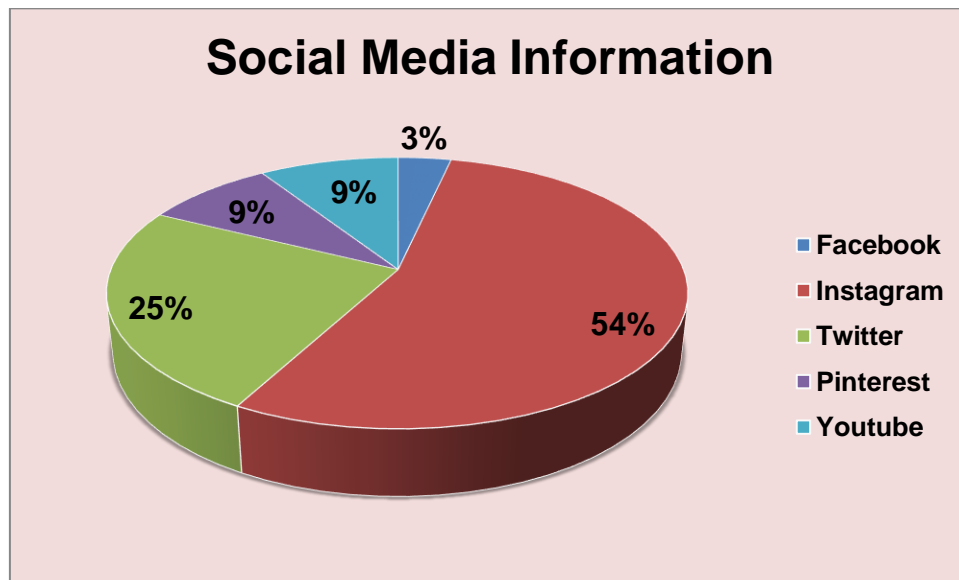


**Table 4.1.9 Social Media Information**

<b>Social Media Information</b>	<b>Frequency</b>	<b>Percentage</b>
Facebook	11	3.5
Instagram	173	54.4
Twitter	78	24.5
Pinterest	27	8.5
Youtube	29	9.1

From the above table 4.1.9 it is inferred that 54.4% of respondents found about destination wedding through Instagram, followed by 24.5% of respondents found about destination wedding through twitter, 9.1 of respondents found about destination wedding through Youtube, 8.5% of respondents found about destination wedding through Pinterest and 3.5% of respondents found about destination wedding through Facebook. Majority of the respondents found about destination wedding through Instagram.

**Chart 4.1.9 Social Media Information**

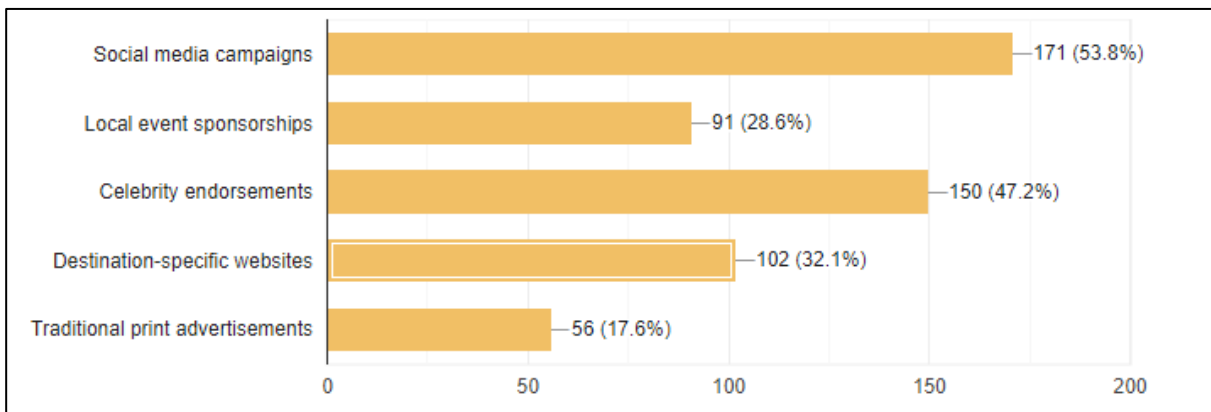


**Table 4.1.10 Effective Branding**

<b>Effective branding</b>	<b>Frequency</b>	<b>Percentage</b>
Social media campaigns	171	53.8
Local event sponsorships	91	28.6
Celebrity endorsements	150	47.2
Destination-specific websites	102	32.1
Traditional print advertisements	56	17.6

From the above table 4.1.10, it is inferred that 53.8% of respondents knows about Social media campaigns, 47.2% of respondents knows about celebrity endorsements, 32.1% of respondents knows about Destination-specific websites, 28.6% of respondents knows about Local event sponsorships, 17.6% of respondents knows about Traditional print advertisements. Majority of the respondents knows about Social media campaigns.

**Chart 4.1.10 Effective Branding**

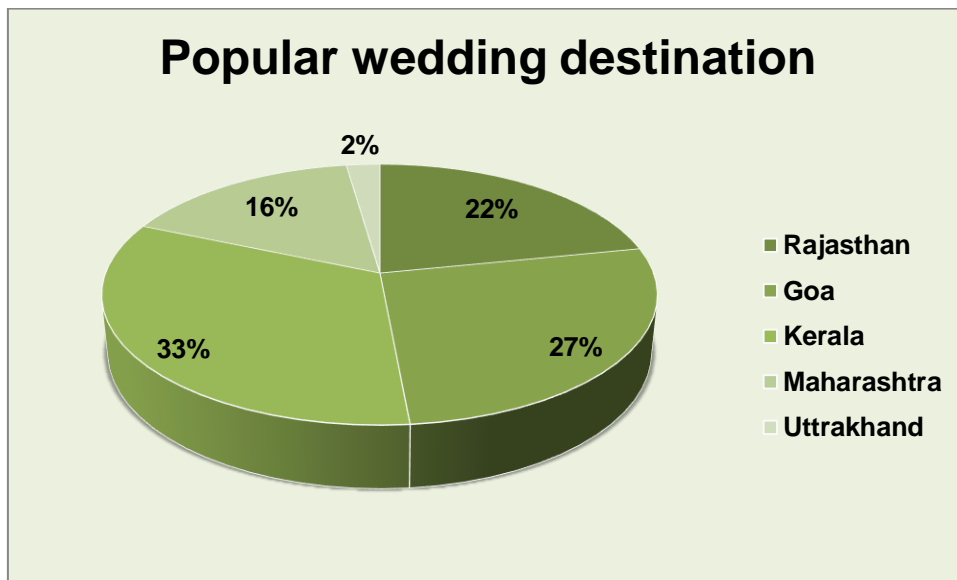


**Table 4.1.11 Popular Wedding Destination**

<b>Popular Wedding Destination</b>	<b>Frequency</b>	<b>Percentage</b>
Rajasthan	67	21.1
Goa	82	25.8
Kerala	101	31.8
Maharashtra	50	15.7
Uttarakhand	7	2.2

From the above table 4.1.11 it is inferred that 31.8% of respondents chooses Kerala when destination wedding comes to their mind, followed by 25.8% of respondents who choose Goa when destination wedding comes to their mind, 21.1% of respondents choose Rajasthan when destination wedding comes to their mind, 15.7% of respondents choose Maharashtra when destination wedding comes to their mind, 2.2% of respondents choose Uttarakhand when destination wedding comes to their mind. Majority of the respondents choose Kerala when destination wedding comes to their mind.

**Chart 4.1.11 Popular Wedding Destination**

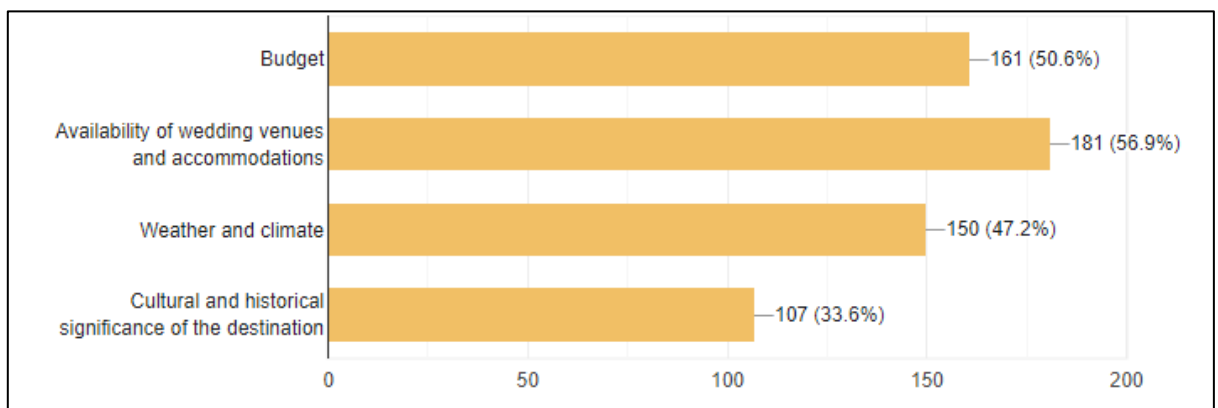


**Table 4.1.12 Choice of Wedding Destination**

<b>Choice of Wedding Destination</b>	<b>Frequency</b>	<b>Percentage</b>
Budget	161	50.6
Availability of wedding venues and accommodations	181	56.9
Weather and climate	150	47.2
Cultural and historical significance of the destination	107	33.6

From the above table 4.1.12, it is inferred that 56.9% of respondents thinks Availability of wedding venues and accommodations influences destination wedding selection the most, 50.6% of respondents thinks Budget influences destination wedding selection the most, 47.2% of respondents thinks Weather and climate influences destination wedding selection the most, 33.6% of respondents thinks Cultural and historical significance of the destination influences destination wedding selection the most. Majority of the respondents thinks Budget influences destination wedding selection the most.

**Chart 4.1.12 Choice of Wedding Destination**

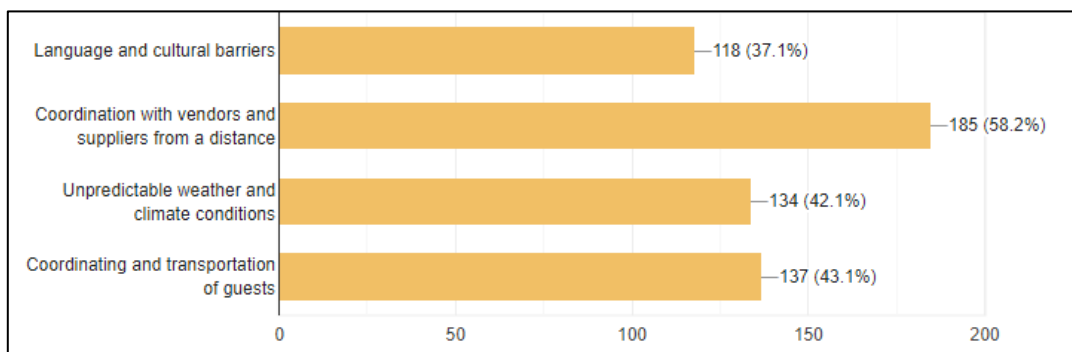


**Table 4.1.13 Challenges in Destination Wedding**

<b>Challenges in destination wedding</b>	<b>Frequency</b>	<b>Percentage</b>
Language and cultural barriers	118	37.1
Coordination with vendors and suppliers from a distance	185	58.2
Unpredictable weather and climate conditions	134	42.1
Coordinating and transportation of guests	187	43.1

From the above table 4.1.13, it is inferred that 37.1% of respondents thinks Language and cultural barriers are the Challenges of planning a destination wedding , 58.2% of respondents thinks Coordination with vendors and suppliers from a distance are the Challenges of planning a destination wedding, 42.1% of respondents thinks Unpredictable weather and climate conditions are the Challenges of planning a destination wedding, 43.1% of respondents thinks Coordinating and transportation of guests are the Challenges of planning a destination wedding. Majority of the respondents thinks Coordination with vendors and suppliers from a distance are the Challenges of planning a destination wedding.

**Chart 4.1.13 Challenges in Destination Wedding**



## 4.2 Descriptive Statistics

Table 4.2.1 shows the descriptive statistics on the following factors

Factors	N	Mean
Consider a destination wedding	318	4.35
Social media to research destination wedding venues	318	4.26
Social media promotions	318	4.15
Share photos or posts on social media	318	4.32
Consider a wedding destination location	318	4.34
Following wedding planners on social media	318	4.19
Location when choosing a destination wedding	318	4.50
Cultural heritage of India through social media promotions	318	4.36
Collaborate with popular social media influencers	318	4.17
Availability of live option in social media platforms	318	4.24
Destination's brand identity	318	4.29
Social media in your decision-making process	318	4.33
Valid N (list wise)	318	

**Table 4.2.1**

The above table 4.2.1 shows that descriptive statistics on the factors mean value. The mean value range from 4.36 to 4.15. In the scale factor denote 1 mean lowest value and 5 mean highest value. In this descriptive table 4.36 (cultural heritage of India through social media promotions) is the highest range and 4.15 (social media promotions) is the lowest range.

### 4.3 ONE WAY ANOVA

#### 4.3.1 To examine the age group of the respondents towards the factors

Factors	Age Group	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
consider a destination wedding	Between Groups	2.790	3	.930	1.368	.253	Accepted
	Within Groups	213.464	314	.680			
	Total	216.255	317				
social media to research destination wedding venues	Between Groups	9.396	3	3.132	4.587	<b>.004</b>	Rejected
	Within Groups	214.415	314	.683			
	Total	223.811	317				
share photos or posts on social media	Between Groups	8.491	3	2.830	4.209	<b>.006</b>	Rejected
	Within Groups	211.148	314	.672			
	Total	219.638	317				
destination's brand identity	Between Groups	11.869	3	3.956	5.974	<b>.001</b>	Rejected
	Within Groups	207.933	314	.662			
	Total	219.802	317				
social media in your decision-making process	Between Groups	19.123	3	6.374	9.931	<b>.001</b>	Rejected
	Within Groups	201.544	314	.642			
	Total	220.667	317				

Table No 4.3.1

From the above table 4.3.1, there is significant difference in opinion exists among the age group for the factors of social media to research destination wedding venues, share photos or posts on social media, destination's brand identity, social media in your decision-making process. Hence, the null hypothesis is rejected for the factors of social media to research destination wedding venues, share photos or posts on social media, destination's brand identity, social media in your decision-making process.

But there is no significant difference in opinion exists among the age group of the respondents for the factors of consider a destination wedding. Hence, the null hypothesis is accepted for the factors of consider a destination wedding.

#### 4.3.2 To examine the Monthly income of the respondents towards the factors

Factors	Monthly Income	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
cultural heritage of India in social media posts	Between Groups	6.486	3	2.162	3.711	<b>.012</b>	Rejected
	Within Groups	182.926	314	.583			
	Total	189.412	317				
collaborate with popular social media influencers	Between Groups	22.897	3	7.632	9.291	<b>.001</b>	Rejected
	Within Groups	257.934	314	.821			
	Total	280.830	317				
availability of live option in social media platforms	Between Groups	23.491	3	7.830	9.592	<b>.001</b>	Rejected
	Within Groups	256.345	314	.816			
	Total	279.836	317				
destination's brand identity	Between Groups	9.976	3	3.325	4.976	<b>.002</b>	Rejected
	Within Groups	209.826	314	.668			
	Total	219.802	317				
social media in your decision-making process	Between Groups	11.043	3	3.681	5.514	<b>.001</b>	Rejected
	Within Groups	209.624	314	.668			
	Total	220.667	317				

**Table No 4.3.2**

From the above table 4.3.2, there is significant difference in opinion exists among the monthly income for the factors of cultural heritage of India in social media posts, collaborate with popular social media influencers, availability of live option in social media platforms, destination's brand identity, social media in your decision-making process. Hence, the null hypothesis is rejected for the factors of cultural heritage of India in social media posts, collaborate with popular social media influencers, availability of live option in social media platforms, destination's brand identity, social media in your decision-making process.

### 4.3.3 To examine the occupation of the respondents towards the factors

Factors	Occupation	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
cultural heritage of India in social media posts	Between Groups	3.797	4	.949	1.601	.174	Accepted
	Within Groups	185.615	313	.593			
	Total	189.412	317				
collaborate with popular social media influencers	Between Groups	12.332	4	3.083	3.594	<b>.007</b>	Rejected
	Within Groups	268.498	313	.858			
	Total	280.830	317				
availability of live option in social media platforms	Between Groups	15.219	4	3.805	4.500	<b>.002</b>	Rejected
	Within Groups	264.618	313	.845			
	Total	279.836	317				
destination's brand identity	Between Groups	9.072	4	2.268	3.369	<b>.010</b>	Rejected
	Within Groups	210.729	313	.673			
	Total	219.802	317				
social media in your decision-making process	Between Groups	10.546	4	2.636	3.927	<b>.004</b>	Rejected
	Within Groups	210.121	313	.671			
	Total	220.667	317				

Table No 4.3.3

From the above table 4.3.3, there is significant difference in opinion exists among the occupation for the factors of collaborate with popular social media influencers, availability of live option in social media platforms, destination's brand identity, social media in your decision-making process. Hence, the null hypothesis is rejected for the factors of collaborate with popular social media influencers, availability of live option in social media platforms, destination's brand identity, social media in your decision-making process.

But there is no significant difference in opinion exists among the occupation of the respondents for the factors cultural heritage of India in social media posts. Hence, the null hypothesis is accepted for the factors of cultural heritage of India in social media posts.

#### 4.3.4 To examine the marital status of the respondents towards the factors

Factors	Marital Status	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
consider a destination wedding	Between Groups	1.203	1	1.203	1.768	.185	Accepted
	Within Groups	215.052	316	.681			
	Total	216.255	317				
social media to research destination wedding venues	Between Groups	6.692	1	6.692	9.739	<b>.002**</b>	Rejected
	Within Groups	217.119	316	.687			
	Total	223.811	317				
share photos or posts on social media	Between Groups	5.790	1	5.790	8.555	<b>.004**</b>	Rejected
	Within Groups	213.849	316	.677			
	Total	219.638	317				
book a destination wedding which is based on social media promotions	Between Groups	24.256	1	24.256	32.506	<b>&lt;.001**</b>	Rejected
	Within Groups	235.798	316	.746			
	Total	260.053	317				
consider a wedding destination location	Between Groups	4.410	1	4.410	7.444	<b>.007**</b>	Rejected
	Within Groups	187.228	316	.592			
	Total	191.638	317				

**Table No 4.3.4**

From the above table 4.3.4, there is significant difference in opinion exists among the marital status for the factors of social media to research destination wedding venues, share photos or posts on social media, book a destination wedding which is based on social media promotions, consider a wedding destination location. Hence, the null hypothesis is rejected for the factors of social media to research destination wedding venues, share photos or posts on social media, book a destination wedding which is based on social media promotions, consider a wedding destination location.

But there is no significant difference in opinion exists among the marital status of the respondents for the factors of consider a destination wedding. Hence, the null hypothesis is accepted for the factors of consider a destination wedding.

**4.3.5 To examine the qualification of the respondents towards the factors**

<b>Factors</b>	<b>Qualification</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Null Hypothesis</b>
consider a destination wedding	Between Groups	2.322	3	.774	1.136	.335	Accepted
	Within Groups	213.933	314	.681			
	Total	216.255	317				
social media to research destination wedding venues	Between Groups	6.144	3	2.048	2.955	<b>.033</b>	Rejected
	Within Groups	217.667	314	.693			
	Total	223.811	317				
share photos or posts on social media	Between Groups	5.325	3	1.775	2.600	.052	Accepted
	Within Groups	214.314	314	.683			
	Total	219.638	317				
book a destination wedding which is based on social media promotions	Between Groups	21.402	3	7.134	9.387	<b>.001</b>	Rejected
	Within Groups	238.651	314	.760			
	Total	260.053	317				
consider a wedding destination location	Between Groups	5.249	3	1.750	2.948	<b>.033</b>	Rejected
	Within Groups	186.389	314	.594			
	Total	191.638	317				

**Table 4.3.5**

From the above table 4.3.5, there is significant difference in opinion exists among the qualification for the factors of social media to research destination wedding venues, book a destination wedding which is based on social media promotions, consider a wedding destination location. Hence, the null hypothesis is rejected for the factors of social media to research destination wedding venues, book a destination wedding which is based on social media promotions, and consider a wedding destination location.

But there is no significant difference in opinion exists among the qualification of the respondents for the factors of consider a destination wedding and share photos or posts on social media. Hence, the null hypothesis is accepted for the factors of consider a destination wedding and share photos or posts on social media.

#### 4.4 Independent Sample Test

##### 4.4.1 To examine the independent sample test for the factors and marital status

Factors	Marital status	N	Mean	t	Sig. (2-tailed)	Sig	Null Hypothesis
destination's brand identity	single	174	4.16	-3.281	.001	<b>.004**</b>	Rejected
	married	144	4.46	-3.362	.001		
availability of live option in social media platforms	single	174	4.01	-4.917	.000	<b>.003**</b>	Rejected
	married	144	4.51	-5.059	.000		
social media in your decision-making process	single	174	4.15	-4.447	.000	<b>.014**</b>	Rejected
	married	144	4.56	-4.559	.000		
collaborate with popular social media influencers to promote destination wedding	single	174	3.97	-4.375	.000	<b>.000**</b>	Rejected
	married	144	4.42	-4.537	.000		
consider a wedding destination location discovered through social media	single	174	4.24	-2.728	.007	.129	Accepted
	married	144	4.47	-2.782	.006		

**Table 4.4.1**

From the above table 4.3.6, it can be inferred that there is no association with consider a wedding destination location discovered through social media with marital status. There is association with destination's brand identity, availability of live option in social media platforms, social media in your decision-making process and collaborate with popular social media influencers to promote destination wedding.

*Chapter V*  
*Findings, Suggestions and*  
*Conclusion*



## 5.1 FINDINGS

Following findings were made from the data collected above,

**By applying percentage analysis, it is observed that,**

Among the respondents, 64.2% of the respondents are female, 35.5% are male and 0.3% is others. Majority of the respondents are of 20-30 years of age. 54.7% of respondents are single and 45.3% of respondents are married.

Among the respondents, 7.2% of respondents are high school level, 44% of respondents are Bachelor's degree, 40.9% of respondents are Master's degree and 7.9% of respondents are doctorate degree. Majority of the respondents are student. Majority of the respondents income is less than 25000.

Among the respondents, 54.1% of respondents have found destination wedding locations through social media platforms, followed by 32.1% of respondents have found destination wedding locations through wedding websites, 12.6% have found destination wedding locations through word of mouth, and 1.3% through other platforms. Majority of the respondents have not attended destination wedding before. Majority of the respondents found about destination wedding through Instagram.

Among the respondents, 53.8% of respondents knows about Social media campaigns, 47.2% of respondents knows about celebrity endorsements, 32.1% of respondents knows about Destination-specific websites, 28.6% of respondents knows about Local event sponsorships, 17.6% of respondents knows about Traditional print advertisements. Majority of the respondents choses Kerala when destination wedding comes to their mind.

Among the respondents, 56.9% of respondents thinks Availability of wedding venues and accommodations influences destination wedding selection the most, 50.6% of respondents thinks Budget influences destination wedding selection the most, 47.2% of respondents thinks Weather and climate influences destination wedding selection the most, 33.6% of respondents thinks Cultural and historical significance of the destination influences destination wedding selection the most. Majority of the respondents thinks Coordination with vendors and suppliers from a distance are the Challenges of planning a destination wedding.

**By applying descriptive statistics, it is observed that,**

Among the respondents, 4.36 (cultural heritage of India through social media promotions) is the highest range and 4.15 (social media promotions) is the lowest range.

**By applying Anova, it is observed that,**

There is no significant difference between age group and consider a destination wedding only and there is significant difference between age group and social media to research destination wedding venues, share photos or posts on social media, destination's brand identity, social media in your decision-making process.

There is significant difference with monthly Income and Gender and cultural heritage of India in social media posts, collaborate with popular social media influencers, availability of live option in social media platforms, destination's brand identity, social media in your decision-making process.

There is no significant difference with occupation and cultural heritage of India in social media posts. There is significant difference with occupation and collaborate with popular social media influencers, availability of live option in social media platforms, destination's brand identity, social media in your decision-making process.

There is no significant difference between marital Status and consider a destination wedding. There is significant difference between marital status and social media to research destination wedding venues, share photos or posts on social media, book a destination wedding which is based on social media promotions and consider a wedding destination location.

There is no significant difference between qualification and consider a destination wedding, share photos or posts on social media. There is significant difference between qualification and consider a destination wedding, book a destination wedding which is based on social media promotions and consider a wedding destination location

**By applying Independent sample test, it is observed that,**

It can be inferred that there is no association with consider a wedding destination location discovered through social media with marital status. There is association with destination's brand identity, availability of live option in social media platforms, social media

in your decision-making process and collaborate with popular social media influencers to promote destination wedding.

## 5.2 SUGGESTIONS

Based on the given statistics and data obtained, the following can be taken for suggestions.

- It is accepted that now-a-days social media promotions are wide accepted. Hence, destination wedding can also promote through social media.
- The opinion of respondents varies among age groups, marital status, educational qualification, monthly income and occupation. Hence, social media influences in this way also.
- Since the majority of respondents have never been to a destination wedding, marketers and planners are suggested to use social media platforms to highlight destination weddings and their unique features, such as stunning sites and cultural experiences. This might inspire more individuals to think about having destination weddings as an option.
- The availability of live options in social media platforms can be a powerful tool for engaging with audiences and showcasing destinations for weddings. Organizations should consider incorporating live elements in their social media content and experimenting with different formats such as live Q&A's, virtual tours, and live streaming of events.
- It is advised to look at the factors that contributed to Kerala being the respondents' top choice for wedding locations. In order to encourage more couples to pick Kerala as their wedding location, this information can assist tourist authorities and wedding planners in changing their marketing and promotion tactics. Helps to examine how social media can be used to navigate cultural aspects such as religion and customs that may affect the site of a destination wedding. Example: The destination wedding of Priyanka Chopra and Nick Jonas which took place in Umaid Bhavan Palace in Jodhpur, Rajasthan generated a lot of interest and discussion on social media. Numerous pictures and updates were posted by the couple and their guests, giving viewers a taste of the lavish wedding. Because of Priyanka Chopra and Nick Jonas' wedding, Jodhpur and the Umaid Bhawan Palace may have gained popularity as a popular wedding location with other couples organizing destination weddings.

### 5.3 CONCLUSION

The decision-making process of couples who are planning a destination wedding is significantly influenced by social media. It is simpler for couples to find new wedding locations, connect with vendors and professionals, and acquire wedding inspiration thanks to social media sites like Instagram, Facebook, and Pinterest.

Social media may help destination wedding suppliers, planners, and travel agencies grow their customer bases and position themselves as authorities in the field. Social media may also be used to highlight the diversity of wedding traditions and customs around the world and encourage cultural tourism.

But it's crucial to remember that there are a lot of other things that can affect a couple's decision to have a destination wedding. Before making any selections, couples should still conduct thorough research on potential wedding venues and caterers, making sure to read reviews and contact references.

Destinations all around the world have been grasped by the increasing niche sector of wedding tourism. Over the past decade, Destination Weddings have evolved from a cost cutting trend to a booming market within the billion-dollar wedding industry. According to statistics, more than one in ten couples decide to exchange vows abroad of their nation of residence. Given the expected growth in demand, more creative places might create more chances for host locations, and as a result, service providers are evolving. Since most visitors are turning away from conventional tour operators and travel agencies, there is little doubt that the usage of the internet might aid efficiently in the dissemination of such new tourism products to high potential audiences.

***Chapter VI***  
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# *Chapter VII*

## *Annexure*



## QUESTIONNAIRE

Dear respondent,

I am pursuing MBA Tourism and Travel Management course from AVINASHILINGAM INSTITUTE for Home Science and Higher Education for Women, Coimbatore. As a part of this course, I am required to undertake a research project on "Role of Social Media in Destination Wedding". I would like to invite your participation in this survey by filling up the attached questionnaire. I would greatly appreciate it if you could take few minutes to complete this form for me. Please note that all survey responses are strictly confident and all data from this survey will be reported only in the aggregate.

Namitha S

### PART A

1. Gender
  - Male
  - Female
  - Others
2. Age group
  - 20-30
  - 31-40
  - 41-50
  - Over 55
3. Marital status
  - Single
  - Married
4. Highest level of qualification
  - High school
  - Bachelor's degree
  - Master's degree
  - Doctorate degree

5. Occupation
- Student
  - Corporate employees
  - Entrepreneur/Business
  - Government Officer
  - Retired
6. What is your current city of residence?
- 

7. Monthly income
- Less than 25,000
  - 25,000–50,000
  - 50,000–75,000
  - More than 75,000

## **PART B**

8. Have you attended a destination wedding before?
- Yes
  - No
9. How do you usually find out about destination wedding locations?
- Social media
  - Word of mouth
  - Wedding websites
  - Other (please specify) \_\_\_\_\_
10. Which social media app do you think is most useful for gathering inspiration and ideas for a destination wedding?
- Facebook
  - Instagram
  - Twitter
  - Pinterest
  - You tube

11. What types of branding efforts are most effective in promoting a destination wedding location? (Select all that apply)
- Social media campaigns
  - Local event sponsorships
  - Celebrity endorsements
  - Destination-specific websites
  - Traditional print advertisements
  - Other (please specify)
12. Which of these destination comes to your mind if being promoted or branded specifically for destination wedding?
- Rajasthan
  - Goa
  - Kerala
  - Maharashtra
  - Uttarakhand
  - Tamilnadu
13. Which of the following factors influences destination wedding selection the most? (Select all that apply)
- Budget
  - Availability of wedding venues and accommodations
  - Weather and climate
  - Cultural and historical significance of the destination
14. What are some of the challenges of planning a destination wedding? (Select all that apply)
- Language and cultural barriers
  - Coordination with vendors and suppliers from a distance
  - Unpredictable weather and climate conditions
  - Co-ordinating & transportation of guests

**15. Rate on a scale of 1-5**

1 - Very unlikely

2 - Somewhat unlikely

3 - Neutral

4 - Somewhat likely

5 - Very likely

<b>Questions</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
How likely are you to consider a destination wedding for your family weddings?					
How likely are you to use social media to research destination wedding venues?					
How likely you to book a destination wedding are based on social media promotions?					
How likely are you to share photos or posts on social media about a destination wedding you attend?					
How likely are you to consider a wedding destination location that you discovered through social media?					
How likely are you to follow destination wedding venues or wedding planners on social media?					

**16. Rate on a scale of 1-5**

1 - Not important at all

2 - Slightly important

3 - Moderately important

4 - Very important

5 - Extremely important

<b>Questions</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
How important is the location when choosing a destination wedding?					
In your opinion, how important is it to showcase the cultural heritage of India in social media posts promoting destination weddings?					
How important do you think it is to collaborate with popular social media influencers to promote destination weddings in India?					
How important is the availability of live option in social media platforms (e.g., Instagram, Facebook) at the destination wedding venue?					
How important is the destination's brand identity in your decision to attend a destination wedding?					
How important is social media in your decision-making process for a destination wedding?					