A Study of Wedding Industry in India

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Abstract

Purpose – The purpose of this paper is to identify and examine emerging trends in wedding and advise wedding planners on strategies to start up wedding planner business in Indian scenario.

Findings – The results of this research revealed that events experts feel that there are several areas that have been comprehensively researched and where further research is unlikely to provide any new information. These include definitions and types of events, and events logistics and staging. Directions for future events and festivals research include the need for studies on the socio-cultural and environmental impacts of events along with a better understanding of the relationship between events and public policy agendas. This research has also highlighted a lack of research in the area of Indigenous events.

Research limitations/implications – The identification of these gaps in our current knowledge provide opportunity for further development of a research agenda for wedding industry in India, which will have substantial implications both for academia and for the wedding industry. Limitations include a conceptual study which is dependent on the secondary data available on internet, journals and thesis.

Originality/value – This paper represents a comprehensive overview of existing studies, providing vital information for wedding researchers. Further, the research highlights research gaps that would benefit from future study, and also identifies those areas where further study is unlikely to provide new knowledge.

Keywords

Introduction

The study is focused upon understanding wedding industry and its future in India. Even though we spend 1/5th of our lifetime income on wedding, there are very less research happened on the management prospective of weddings. This article is an attempt of analyzing the cost incurred for every ritual of wedding and also to know the key industries getting benefited during special season of marriage every year.

Major objectives of the study are
1. To Understand Wedding Industry of India
2. To know future trends in Wedding industry
3. To forecast potentiality of wedding industry of India

Overall it is conceptual paper which intended to trigger a study on event management and wedding planners with an academic prospective to help all those who are interested to explore the industry for different purposes.

Objectives of the study
1. To Understand Wedding Industry of India

   Wedding industry in India is very scattered in nature. Majority of the wedding expenses goes unnoticed because of many reasons like cash payments or over estimation or negotiation by customer. So it is very challenging to understand something which is unorganized in nature.

2. To know future trends in Wedding industry

   This research has also highlighted a lack of research in the area of Indigenous events.
In order to advice wedding planners for making preparations to explore their business in wedding industry this article can be helpful. Every wedding is different and needs customization so understanding future needs will be an advantage for budding planners.

3. To forecast potentiality of wedding industry of India

As most of the weddings are executed unaccountably so it’s challenging to forecast accurate potentiality still we can predict by considering the secondary data. Some information can be reliable and some may not be reliable.

**Literature Review**

1. The wedding market in India (Sahiba Sachdev, 2010)
2. No. of Indian marriages in a year: Approx 1,00,00,000
3. Indian wedding market worth: Rs 100,000 to Rs 110,000 crore
4. Gold and diamond jewellery market worth: Rs 60,000 crore
5. Apparel market (wedding) worth: Rs 10,000 crore
6. Durable goods market worth: Rs 30,000 crore
7. Hotel and other wedding related market worth: Rs 5,000 crore market
8. Pandal and venue decoration market: Worth Rs 10,000 crore
9. Favorite honeymoon destinations: Goa, Jaipur and Udaipur
10. Goa wedding cost: Between Rs 1 crore to 1.5 crore
11. Jaipur wedding cost: 1 to 2 crore
12. Udaipur wedding cost: 1.5 crore to 2 crore
13. Wedding cost in metropolitan cities: Between Rs 25 lakh to 70 lakh
14. Wedding invitation card market: Worth Rs 10,000 crore annual
15. Bridal Mehendi market in India: Worth Rs 5000 crore
16. Item-wise expenses on Indian weddings
17. Dinner cost: Rs 700 to 1000 per person
18. Pandal decoration cost: Rs 10,000
19. Bridal designer saree/lenhga cost: Between Rs 10,000 to 50,000
20. Designer shervani cost: Rs 15,000 to Rs 40,000
21. Wedding invite cost: Rs 500 to Rs 1500 per card
22. Bridal make up cost: Between Rs 5000 to Rs 50,000
23. Bridal Mehndi cost: Between Rs 1000 to Rs 5000

**Industry size:**

The size of the organized live entertainment business estimated in 2013 was around INR 9.4 billion having grown by around 17% from the previous year that is 2012. It was estimated that the industry will grow at a CAGR of around 19% over the next five years to approximately INR 22 billion by 2016. This growth is mainly on account of increased marketing budgets, and an increased focus on the importance of live entertainment, as part of the promotional spends of corporate. (Jain, 2014).

According to Aashni Shah, creative director of boutique wedding designer Aashni & Co and the founder of the Aashni & Co Wedding Show, the Indian wedding industry is worth £12 billion worldwide, and much of that money is spent by expats living in the UK. (Edith Hancock, 2017)

**Wedding Trends:**

Three out of four Northern California planners referred to a glamorous trend in their responses. The Central California planners had a variety of responses, but seemed to agree most on the do-it-yourself (DIY) trend, with two out of four planners saying current trends are DIY. (Ruonala, 2013).

Factors influencing wedding themes was studied by Sivemalar Krishnan in New Zealand according to his study report 39% of people choose wedding category by getting influenced from friends and family. (Krishnan, 2008)

**Five Ways to Make Sure Your Wedding Has a Positive Impact:** (Caitlin Frauton, 2016)
1. **Choose your location wisely**

Choosing wedding location is one of the ways to enhance positive result on your wedding. Longer the traveling distance to location more annoying it could be to your guests. Nearer location will not only save your money but also boost your energy and time to travel. Faraway places can create mess with hotel bookings for guests.

2. **Ask vendors about their environmental impact**

Vendors have major impact to make on your wedding. Try to hire local vendors as much as possible. Hire local florist and advise him to use local and seasonal flowers to decorate the venue in order to avoid heavy expenses on off season flowers. Hire photographers who can deliver soft copies or digital copies of photos, this is what is in trend these days. Educate vendors on environmental impact of their role to avoid negative impact on wedding. Caterers you use may be preferably local to avoid mismatch with taste of guests.

3. **Support companies you believe in**

Don’t just rush into attractive offers by different companies for wedding jewelry, wedding attire, decoration and other valuable purchases for wedding. Look for best price and quality products with eco friendly in nature. You should support the companies whom you trust with quality and price. Also don’t be under emotional influence in choosing product or company you are approaching.

4. **Donate**

Try to donate as much as possible instead of heavy expenditure on unnecessary luxuries. The additional food can also be donated to orphanages or ashrams nearby. It is not necessary your every donation should be in terms of money, you can plan some social work for social cause for making your wedding to achieve socially recognized positive impact.

Donation is not a compulsory ritual during wedding but the same can energize the positivity meter of wedding.

5. **Compost**

Disposing waste after wedding is the most important factor to be analyzed. Most of the people may not understand the impact. Because, most of the people are under perception that garbage cannot be seen to guests. Being eco friendly supporter we should always be worried on disposing of waste in a proper manner. By practicing this we are not only reducing environmental pollution but also helping venue to be maintained clean for next events.

**Expectations from 2016 wedding season** (Usha Rani Das, 2016)

"We will continue to see a high degree of personalization, and also a willingness to experiment with traditions. Brides now prefer to wear gowns instead of a traditional saree to their receptions, depict their own love story on their mehendi and leave goody bags for guests in their hotel rooms to cure their hangovers. India has also started adopting a few western traditions, namely bachelor / bachelorette parties, the idea of bridesmaids, and grand wedding cakes!" said Sana.

Technology has also taken over the wedding season & so has buying habits. Lot of families & planners alike are coming online to check latest trends in this wedding season. "For grooms we have seen a rise in Jodhpuri Sherwanis. These sherwanis are different from the traditional ones as most of them are handmade & have light colors instead of the traditional red ones,” said Shailesh Jain, founder of Mirraw.com. On the jewelry side, matte finish jewelry has seen a rise in demand. Necklaces which are heavy on gem stones are still a constant favorites amongst wedding shoppers.

**Findings**

The paper tries to connect global trends with Indian scenario. Further we can predict that wedding industry in India can be most promising industry in upcoming days. The research also finds with an industry growth the contingent industry like jewelry, garments, catering, photography, flower decorating and catering service providers can also be benefited with more business approaching their way.

The results of this research revealed that events experts feel that there are several areas that have been comprehensively researched and where further research is unlikely to provide any new information.
These include definitions and types of events, and events logistics and staging. Directions for future events and festivals research include the need for studies on the socio-cultural and environmental impacts of events along with a better understanding of the relationship between events and public policy agendas. This research has also highlighted a lack of research in the area of Indigenous events.

As an academic prospective there is lot of scope for further research on the same. Industry requires more and more research on weddings and every individual sector supporting wedding industry can be studied to the core to make research and business more effective.

**Conclusion**

Wedding industry being part of event management is more promising in future days. The present status is the industry is taking off so still it is unorganized in most parts of India. Undoubtedly lot of scope for further business and research is observed in the study.

**References**


