

Determining the attributes contributing to wedding venue selection

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DECLARATION OF PERSONAL WORK

I, Dianna Van der Baan, identity number 9323110260087 and student number 24613428 do hereby declare that this research submitted to the North-West University, for the MA study: *Determining the attributes contributing to wedding venue selection*, is my own independent work; and complies with the Code of Academic Integrity, as well as other relevant policies, procedures, rules and regulations of the North-West University; and has not been submitted before to any institution by myself or any other person in fulfilment (or partial fulfilment) of the requirements for the attainment of any qualification.



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Date: 23 November 2018



Prof K Botha

Date: 23 November 2018

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ABSTRACT

The tourism industry consists of different sectors, one of which is the event sector. The events sector has over the years become established in both industry and in research and its growth is considered to be remarkable. Events have always been a part of humanity, as individuals tend to celebrate important milestones in their lives. Weddings, in particular, are classified according to the literature as a special, planned, personal and private event type. Wedding receptions specifically have become the focus point of the entire wedding, and; the wedding venue where the reception is held (and the ceremony too in many cases) accounts for approximately fifty percent of the wedding budget. The venue is undoubtedly a key element in the planning of any wedding event, and the needs and preferences of each prospective wedding couple differ in this regard. The selection of an ideal wedding venue and related facilities/services is therefore a complex decision-process that is influenced by many different aspects/factors/attributes.

It is paramount for the managers/marketers of wedding venues to better understand the needs of prospective wedding couples when it comes to the selection of these wedding venues. It will provide wedding venue owners/managers with relevant and current market segment information in order to develop and market product offerings/packages that best cater for the needs of their market. This is especially important since wedding venues are one of the most important facets of the wedding industry; and their success and sustainability are threatened by various challenges. These challenges include economic conditions and social trends that affect wedding-related spending and behaviour; the intricate and complex decision-making processes of prospective wedding couples; and the highly competitive environment in which wedding venue managers/marketers must operate. Further to this, very limited research is available in the literature; and is more likely to be generally addressed in trade magazines.

Therefore, the aim of this research study was to determine the attributes contributing to the wedding venue selection of prospective brides, specifically in the Gauteng province of South Africa. This province specifically operates in a highly competitive environment where prospective wedding couples have a great variety of venues to choose from. Four objectives were set to reach the aim of this study. The first objective was to provide a literature overview (Chapter 2) of the events sector; weddings as a form of special events; the history behind wedding traditions/practices; the changes in and latest wedding trends; and an overview of the South African wedding industry. The second objective was to provide a literature overview (Chapter 3) of marketing theory relating to consumer behaviour, purchase behaviour, and decision-making processes, with a special focus on the wedding industry and wedding/bridal consumers. Priority was granted to the aspects/factors/attributes that

contribute to wedding venue selection. The third objective was to determine the key factors contributing to wedding venue selection of prospective wedding couples in the Gauteng province of South Africa. The data was collected from prospective wedding couples who attended the Jo'burg Wedding Expo at the Ticketpro Dome in Johannesburg from 10th to 11th March 2018 and by means of an online-version of the questionnaire on renowned social media platforms relating to wedding planning for prospective wedding couples in the Gauteng province during March and April 2018. An exploratory factor analysis was done and seven valid key factors were identified, namely *Well-managed facilities, Add-on services, On-site accommodation, Location capabilities/capacity, Affordability, Renowned venue, and Hands-on staff*; followed by further ANOVAs and *t*-tests conducted on specific demographic and behavioural independent variables for further, more in-depth analyses. Based on these results, conclusions and recommendations are made for the managers/marketers of wedding venues in Gauteng province of South Africa. This research contributes to the sustainability and continuous growth of the South African wedding industry; and contributes to the broader base of consumer behaviour and wedding events literature.

Keywords: *Event management, wedding events, wedding venue, wedding venue decision-making process, wedding venue selection aspects/factors/attributes, prospective wedding couples.*



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CHAPTER 1: INTRODUCTION, PROBLEM STATEMENT, OBJECTIVES AND METHOD OF RESEARCH

“The longest sentence you can form with two words is: I DO”

-H. L. Mencken

1.1 INTRODUCTION

The tourism industry consists of different sectors, namely accommodation; adventure tourism and recreation; transportation; attractions; food and beverage; travel and trade; tourism services; and events and conferences (Sharma, 2017:7; Saint, 2014:1; Tassiopoulos, 2010:5). The latter is a particularly important motivator of the tourism industry (Getz & Page, 2016:593; Getz, 2008:403). Events are defined as temporary occurrences, either planned or unplanned, with a unique combination of duration, setting, management and individuals (Getz, 1997:4-11; Getz & Page, 2016:610). Special events specifically are planned events that mark a special once-off occasion, for example a conference or meeting, a fundraising event, a 21st birthday celebration or a wedding (Hamari *et al.*, 2017:541; Bowdin *et al.*, 2012:17; Tucker, 2012:2). Weddings are therefore occasional, authentic events where the union of two individuals in marriage is celebrated (Daniels & Loveless, 2007:3; Carter & Duncan, 2016:2; Bertella, 2015:397; Sonder, 2004:5).

According to Getz (2005:16), every event should be irreplaceable and exceptional; and wedding events are no exception. These events are subjected to the prospective wedding couple's expectations of their 'perfect day' and reflect their unique personalities, lifestyle, attitudes and values (Olanga, *et al.*, 2015:11; Farzane & Ilayaraja, 2015:50; Carter & Duncan, 2016:1). Wedding couples, therefore, seek to create the perfect day in their own unique and personal way; however, this often demands significant time, planning, effort and expenses (Carter & Duncan, 2016:1).



In most cases, the focal point of the wedding is the reception (Carter & Duncan, 2016:3; Seebaluck *et al.*, 2014:202; Adler & Chienm, 2004:117), which is also the highest expense accounting for 50% of the bridal couple's wedding budget; or in rand value, between R35 000 and R100 000 (Staff Writer, 2016:2). Other services and products related to the reception venue (flowers, décor and music) further increase venue-related expenditure. This trend is confirmed by Langkilde (2015:2), who states that couples are spending more on reception elements and less on the ceremony. The search and selection of the ideal wedding venue are therefore an important facet to be considered, since prospective wedding couples are usually willing to budget excessively for their ideal wedding venue where the wedding reception will be held (Farzana & Ilayaraja 2015:46; Goulet *et al.*, 2012:1). Managers of venues that host weddings should, therefore, attract this lucrative market by providing suitable packages for the prospective wedding couples based on their specific needs (Lau & Hui, 2010; 268). However, various factors such as competition in the marketplace; changes in trends and societal norms/values; declines in the number of registered weddings annually; and economic downturns can make it challenging to sustain this specific type of special events market (Bower, 2017:1; Grant, 2015:1; Terrell, 2012:1; Van Beeck & Van Horn, 2011:23).

For purposes of this study, wedding venues will refer to/include the site where buildings and facilities are present with the specific purpose of hosting wedding receptions; and can also include additional facilities and services such as accommodation for wedding guests, bridal rooms and a wedding chapel for the wedding ceremony. Additionally, these sites market themselves as wedding venues and their daily business activities entail predominantly or to a large extent, the planning, organising and hosting of wedding receptions and related facilities and services. According to Langkilde (2015:2), in South Africa, Gauteng is the province with the highest marriage rates, and therefore, for the purpose of this study, the focus will be on both prospective wedding couples who resides or marry in the Gauteng Province.

The purpose of this chapter is to discuss the research process followed for this study. This is done by providing a background to the study; discussing the problem statement; identifying the goal and objectives of the study; discussing the research methodology, defining the key concepts and providing a chapter classification.

1.2 BACKGROUND TO THE STUDY

The background to the study will provide a brief overview of the classification of weddings in the events sector; wedding traditions and trends; attributes contributing to wedding venue selection; and the South African wedding industry.



Wedding events in the events sector

In Figure 1.1 it is clear that the events sector can be broadly categorised into planned and unplanned events. Unplanned events are events not planned in advance and the event will therefore happen spontaneously, whereas planned events are planned in advance over a long period of time (Tassiopoulos, 2010:11). Getz (2008:404) further explains planned events as a 'spatial-temporal phenomenon' and states that every planned event is unique because of the interaction between the setting, individuals and management systems. These planned events consist of cultural events/celebrations; political and state events; arts and entertainment events; business and trade events; educational and scientific events; sport competition events; recreational events; as well as private/personal events (Getz, 1997:9; Tassiopoulos, 2010:11; Shone & Parry; 2004:4). According to Getz (2005:30), and Shone and Parry (2004:4), these private/personal events include parties, socials, birthdays, anniversaries and also weddings.

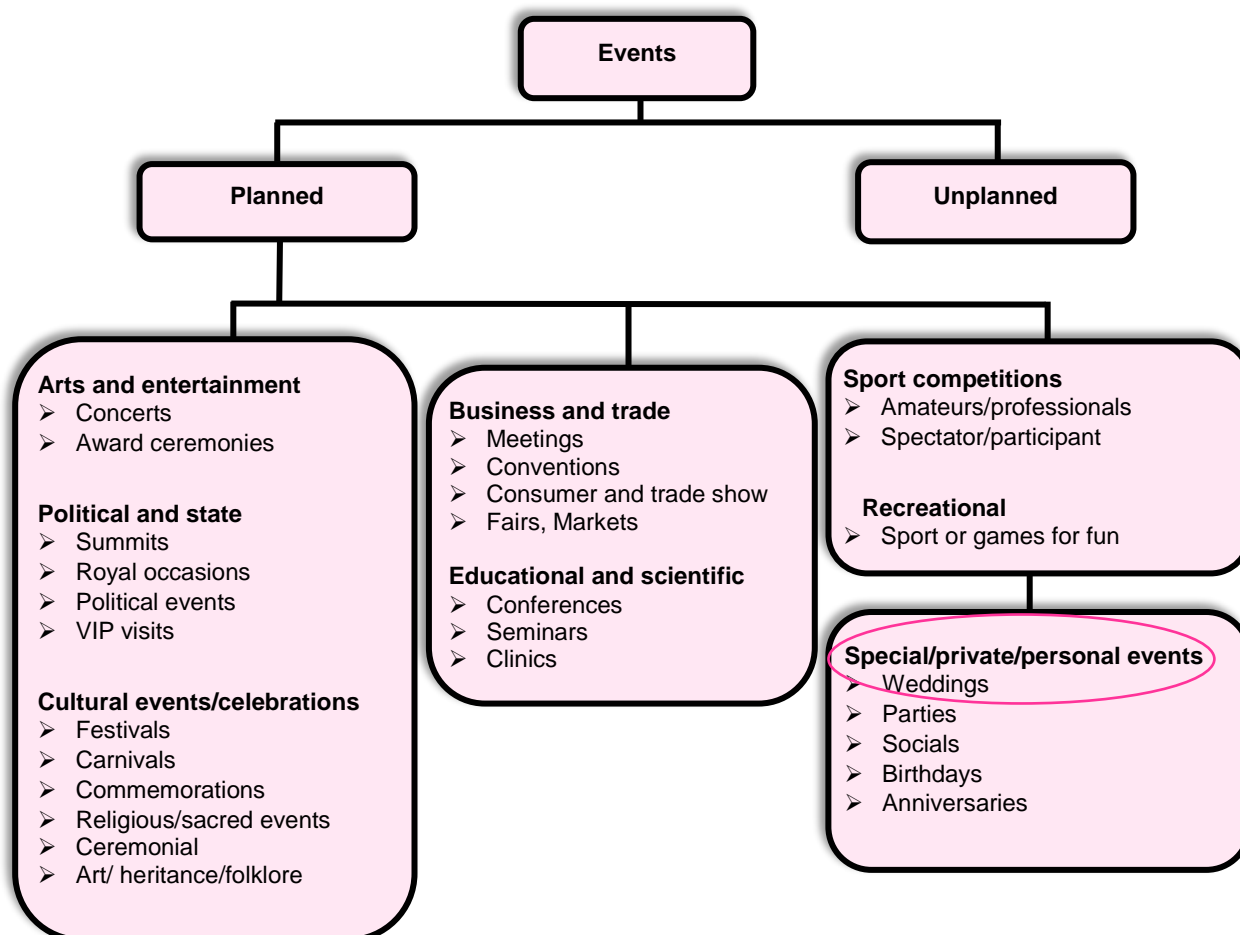


Figure 1.1: Classification of planned events

(Source: Adapted from Tassiopoulos, 2010:11; Getz, 2005:19; Shone & Parry, 2004:4)

Weddings are generally defined as a traditional ritual of getting married, whereby couples are bounded with tradition, past and symbolism. The union between the two individuals is usually legally recognised, long life and voluntary, and is a celebration by the bridal couple, their parents, family members and close friends (Preller, 2017:1; Daniels & Loveless, 2007:3; Bertella, 2015:403-404). Weddings are also considered to be special events (Shone & Parry, 2004:4). Special events are planned events that are considered to be extraordinary or 'once-in-a-lifetime' events that mark special occasions (Bowdin *et al.*, 2012:17-18). Conclusively (and as illustrated in Figure 1.1), weddings are considered to be special/private/personal events that are planned in advance (Getz, 2005:19; Shone & Parry, 2004:4; Jago & Shaw, 1998:8).

Wedding/marriage traditions and trends

The union of two individuals recognised by authority or ceremony is as old as civilisation itself and marriage in all its forms is found in every society (Daniels & Loveless, 2007:213; Yesterday, 2017:1-2). Although history's first wedding is unfortunately unknown (Jacks, 2015:1), weddings were mostly about the continuation of the culture and protect bloodlines, and to initiate rules for inheriting properties (Stritof, 2017:1). In most Western cultures too, marriage evolved around money, power and survival, and rarely revolved around sentiment and love (PT Staff, 2005:1). In more recent times, though, marriage has been as much about love as it has been about social and economic stability (PT Staff; 2005:1; Yesterday, 2017:2). Not only has the reasons behind marriage evolved, but the wedding experience too has significantly transformed over the years. From the wedding dress to the types and styles of reception venues; today's weddings tend to be more complicated than weddings in the past (Volk, 2016:2). What is evident though is that wedding traditions, forgotten or still in practice, date back many years and often with their origins in ancient times (Jacks, 2015:1; Fryxell, 2012:1). These traditions and trends will be discussed in more detail in the literature chapters to follow.

Although some marriage/wedding traditions stood the test of time and are still practised today, abroad and specifically in South Africa's wedding industry trends are constantly changing and evolving, causing trends to come and go (Langkilde, 2015:4; CapeTown Magazine, 2017:1). These current and evolving wedding trends are often indicative of the trends and preferences of prospective wedding couples when selecting a wedding venue and related services. Therefore, a better understanding of the attributes contribute to wedding venue selection by prospective wedding couples will provide managers and marketers of these venues with valuable information regarding their market, so that marketing initiatives/approaches can be



affectively adjusted and implemented to best cater for their needs (Farzana & Ilayaraja, 2015:57; De Wit, 2006:16; Lau & Hui, 2010:268). These aspects/factors/attributes will briefly be discussed below.

Aspects/factors/attributes contributing to wedding venue selection

Since weddings are a very important moment in individuals' lives (Seebaluck *et al.*, 2014:201; Olanga *et al.*, 2015:12), prospective wedding couples seek a perfect, unique and personalised day (Carter & Duncan, 2016:1). Weddings entail a wide range of decisions that need to be considered and activities that need to be organised; which is not surprising why about a year's worth of planning goes into the preparation for the perfect wedding day (Carter & Duncan, 2016:2). From all these activities, the wedding reception in particular, plays an increasingly important role in the organisation of the entire wedding ceremony and is often considered the most important facet (Carter & Duncan, 2016:3; Adler & Chienm, 2004:122; Guan *et al.*, 2015:162). Specialised service, together with timing and more specifically the selection of the right location for the wedding venue is therefore crucial to making the wedding day special and unique (Shone & Parry, 2004:8).

Selecting the ideal wedding venue is not only one of the most important decisions to make during the planning of the wedding, it is also a significant and complex decision-making process for the wedding couple (Guan *et al.*, 2015:163; Adler & Chienm, 2015:122). According to Lau and Hui (2010:275), the decision-making process for the selection of a wedding venue entails, firstly, the need arousal for holding a wedding reception; secondly, the retrieval of information for wedding reception venues; thirdly, the evaluation of aspects/factors/attributes for wedding reception venues (including aspects/factors/attributes such as service, atmosphere, food, price, availability, location and facilities); followed by the final decision/choice of wedding reception venue and post-consumption feeling. The decision-making process of selecting a wedding venue (with its specific facilities/services) over another is therefore influenced by different aspects/factors/attributes (Viau, 2011:68-70; Olanga *et al.*, 2015:4; Van der Wagen, 2005:269; Lau & Hui, 20010:269-270; Guan *et al.*, 2015:163); and it is specifically these aspects/factors/attributes that will be the focus of this study. The aspects/factors/attributes contributing to wedding venue selection are plentiful in the literature and are often grouped together based on certain themes/categories; for example, extrinsic and intrinsic attributes; push and pull attributes; as well as venue-related and personal attributes (Callan & Hoyese, 2000:573; Lau & Hui, 2010:271-272; Guan *et al.*, 2015:163).



Extrinsic attributes result from external influence to the individual and requires the analysis of motivation from a sociological view point. However, intrinsic attributes entail the individual's needs, thereby using a psychological view point (Robinson *et al.*, 2010:138). With regard to the push and pull factors, the push factors are intrinsic to the individual, whereas the pull factors are intrinsic to the event setting (Robinson *et al.*, 2010:141).

The push factors are person-specific and intangible and are the psychological benefits that an individual thinks he/she will gain if he/she is present at the event and using the facilities offered to him/her. Examples of push factors are entertainment, education, relaxation, prestige, escape, socialisation, ambiance, nostalgia, excitement and time with family (Saayman, 2006:35; Robinson *et al.*, 2010:141). Pull factors are understood to be event-specific attributes/extrinsic motivations, the destination itself/attraction site is so attractive that the individual feels drawn to the destination/attraction. Pull factors are tangible, and examples of pull factors are accommodation, climate, entertainment, and food and beverages (Saayman, 2006:35; Robinson *et al.*, 2010:141).

Venue-specific aspects/factors/attributes include, for instance, the wedding venue employees' attitudes, cleanliness of the venue, the quality of food and beverage, food prices, the design of the venue, menu variety, lighting and ambiance in and around the venue, the style or theme of the venue, the overall image of the venue, location of the venue, capacity and availability of the venue, accessibility by roads, safe parking areas, audio and music-related equipment and services, aesthetic appeal or setting for photography, special requirements, to name but a few (Callan & Hoyes, 2000:573; Lau & Hui, 2010:271-272; Guan, 2014:10; Guan *et al.*, 2015:163; Here Comes The Guide, 2017:2). Personal attributes include the first impression of the wedding venue, the reputation of the wedding venue, popularity of the wedding venue, auspicious date and preferences of the family, personal preference, preference of family, recommendations from friends and family, as well as the promotional efforts of venues, the influence of the salesperson, and the attractiveness of the packages (Callan & Hoyes, 2000:573; Lau & Hui, 2010:271-272; Guan, *et al.*, 2015:163). Furthermore, socio-demographic and behavioural characteristics such as age, personal background, previous unions in marriage and exposure to different cultures can also play a significant role in the decision-making of prospective wedding couples and can influence their selection of a wedding venue (Bertella, 2015:404-405; Lau & Hui, 2010:274).



Table 1.1 provides a layout of existing studies highlighting certain aspects/factors/ attributes that contribute to wedding venue selection. The aspects/factors/attributes considered to be influential in the selection of a wedding venue are identified according to each study.

Table 1.1: Studies pertaining to the aspects/factors/attributes that can influence the selection of a wedding venue

Authors	Title of the study	Aspects/factors/attributes
De Witt (2006)	Key success factors for managing special events: The case of wedding tourism	The main focus of the study was to identify the key success aspects for the management of wedding tourism in South Africa. The key success aspects are identified as follows: <ul style="list-style-type: none"> ➤ Quality service ➤ Unique products ➤ Availability ➤ Location ➤ Rates ➤ Attendance ➤ Style or personality of venue
Johnston (2006)	'I do down-under': Naturalizing landscapes and love through wedding tourism in New Zealand	The importance of the location for wedding tourism is examined within this study and factors such as the following were mentioned: <ul style="list-style-type: none"> ➤ Wedding packages ➤ Natural surrounding for photo opportunities ➤ The style of the venue ➤ Attraction of a garden setting ➤ Level quality of service ➤ Convenience of venue's location ➤ Quality of food ➤ Uniqueness of the venue's chapel ➤ Capacity of the venue ➤ Cleanliness ➤ Communication
Suvagondha and Soparat (2008)	Creating marketing strategies for the wedding business unit of Almari Atrium Hotel	The investigation of the wedding market as well as the purchase behaviour of couples regarding wedding ceremonies in order to create marketing strategies for the wedding business of Amari Atrium Hotel. Factors identified that contributed towards the investigation are as follows: <ul style="list-style-type: none"> ➤ Wedding planner ➤ Reliable service ➤ Style and theme ➤ Quality of product ➤ Pricing relating to wedding planner ➤ Pricing and quality ➤ Reputation
Lau and Hui (2010)	Selection attributes of wedding banquet venues: an exploratory study of Hong Kong prospective wedding couples	The focus of the study lay in the investigation of Hong Kong's perception of prospective wedding couples, the decision-making process as well as the importance of venue selection attributes. These attributes included: <ul style="list-style-type: none"> ➤ Availability ➤ The location ➤ Atmosphere that is created ➤ Capacity of the site or venue ➤ Creative theme provided ➤ Accessibility of the venue ➤ Convenience of parking ➤ Cleanliness ➤ Lightning ➤ Decorations ➤ Setting package ➤ Wedding ceremony service available ➤ Beverage prices ➤ Bridal room ➤ Accommodation ➤ Audio equipment



		<ul style="list-style-type: none"> ➤ Quality of food ➤ Wedding facilities ➤ Pricing attributes
Guan, Luo and Tang (2015)	An exploratory study of decision makers for choosing wedding banquet venues: push and pull motivations	<p>The motivational push and pull aspects that help decision-makers to choose a wedding banquet venue and to investigate the relationship between the motivational aspects and demographic information. Attributes for selecting a wedding venue were mentioned, such as :</p> <ul style="list-style-type: none"> ➤ Transportation ➤ Budget ➤ Atmosphere ➤ Facilities provided ➤ Wedding service ➤ Service and quality ➤ Location ➤ Capacity of the site or venue ➤ Creative themes or décor ➤ Availability and accessibility ➤ Attraction ➤ Attributes of the destination ➤ Lightning/ambiance ➤ Audio equipment ➤ Bridal room ➤ Photographic service ➤ Parking space ➤ Wedding packages ➤ Budget ➤ Cleanliness ➤ Food quality ➤ Employee's attitude
Farzana and Ilayaraja (2015)	Decision-making of consumers in the consumption of wedding services with special reference to Femina hotel	<p>The impact of various factors on the decision-making of Indian couples in the consumption of wedding services of Femina Hotel. Factors influencing consumer behaviour towards products or services are social factors, cultural factors, psychological factors as well as personal factors. Attributes for the Femina Hotel are facilities such as:</p> <ul style="list-style-type: none"> ➤ Capacity provided ➤ Value-added service ➤ Provides entertainment and activities such as restaurants, bars, swimming pools, spas, gyms and business centres.

(Source: Author's own compilation)

Research studies that identify the aspects/factors that can influence wedding venue selection, or more specifically, the aspects/factors/attributes that contribute to wedding venue selection are in general very limited in the literature. These types of findings are more likely addressed in trade magazines (Lau & Hui, 2010:269; Guan *et al.*, 2015:163). Studies with a specific focus on these types of aspects/factors/attributes that can contribute to wedding venue selection that are also highlighted in Table 1.1 are evident, but lack within the context of the South African scenario, are limited. A further limitation is the fact that these studies can also focus on only a few of the aspects/factors/attributes and not necessarily take into consideration a wide range of aspects/factors/attributes at once. It is also evident that certain scenarios are targeted; country, such as Hong Kong; or venue, such as Femina Hotel, but once again, a specific scenario for South Africa where all the aspects/factor or a wider range of these attributes are considered at once lacks within the context of South Africa. More specifically, no studies could be found in the literature that consider most/all of the aspects/factors/attributes that are based



on a specific wedding venue region or province in South Africa. The study of De Wit (2006) focuses specifically on the key success factors, but more on the view point of managing special events; although it was a case study based on wedding tourism, the key success aspects were limited to certain areas, and further to this, the study was conducted in 2006, which is more than 12 years ago, so the need for a study within this context, specifically focusing on a wedding area to South Africa, would be beneficial.

The wedding industry in South Africa

Wedding events, as with every category of planned events, have underlying tourism components and therefore contribute to tourism growth (Weed, 2005:228). Ranging from food service and accommodation to retail, transportation, and professional services, the industries involved in organising and carrying out a particular wedding event are significant (Van Beeck & Van Horn, 2011:27). A wedding event therefore consists of and is created by sub-group service establishments such as caterers; wedding planners/consultants; gowns/attire; jewellers; various beauty suppliers (hair, makeup); photographers/videography; music/bands; honeymoon-related services; and wedding venues (Terrell, 2012:1; Market research.com, 2017:1).

Each of the sub-components contributes to a global wedding industry, which, as a whole, represents a great deal of money and is estimated at \$298 billion (Langkilde, 2015:3; Terrell, 2012:1). Staff Writer (2016:1-2) further states that although costs can vary greatly depending on the size and location of the wedding (as well as the type and extent of related services utilised), an average budget for a wedding in South Africa with 80 to 100 guests is between R70 000 and R80 000 (R700 to R800 per guest). This could easily escalate to R120 000 to R200 000 (R1 500 to R2 000 per guest). Additionally, foreign couples who come to South Africa to get married can spend anything up to R1 million on their wedding event (Hogarth, 2010:2). However, a breakdown of these budgets typically reveals that 50% of the budget goes to the venue (including hire cost, food and alcohol); 10% of the budget goes to the wedding gown and accessories; 15% of the budget is for photography, music, flowers and décor; 10% goes towards invitations and table gifts; and 15% accounts for unforeseen costs such as travelling expenses, service providers and consultations fees (Staff Writer, 2016:2). Most prospective wedding couples also tend to go over their wedding budget; and their spending reveals that a larger part of this budget is spent on the venue/reception elements (Daniels & Loveless, 2007:125; Langkilde, 2015:3). It can therefore be argued that the wedding venue and associated services is one of the most important facets of wedding events and subsequently, the wedding industry.



Wedding events in South Africa are also considered a prominent industry that provides many job opportunities (De Witt, 2006:64). In 2015, a total of 649 wedding venues were identified in this recent national audit of wedding venues in South Africa (Rogerson & Wolfaardt, 2015:3). These include venues ranging from bush destinations, country or city, wine estates and beach locations across the country. The provincial geography of South African wedding venues shows that the largest number of wedding venues is distributed across the Western Cape and Gauteng provinces; with a total of 185 and 151 wedding venues, respectively (Rogerson & Wolfaardt, 2015:3). This correlates with the marriage statistics of South Africa, where Gauteng and the Western Cape are the two provinces with the highest registered civil marriages (StatsSA, 2015:2). From the 138 627 civil marriages registered in South Africa in 2015, the Western Cape accounted for 22 311 registered civil marriages (16.1%); whereas Gauteng accounted for the highest number of registered civil marriages at a total of 37 180, which is more than a quarter of the country's registered civil marriages (26.8%) (StatsSA, 2015:2). It can therefore be safely established that the Gauteng province is a prominent wedding venue hub/location in the country; and an integral part of the wedding industry in South Africa. A visual representation (Figure 1.2) of the distribution of wedding venues in the Gauteng province illustrates that most of the wedding venues are located within the Pretoria, Johannesburg and Muldersdrift regions. The area of Muldersdrift is known as the 'wedding mile' because of its reputation for and concentration of renowned wedding venues (Rogerson & Wolfaardt, 2015:3).

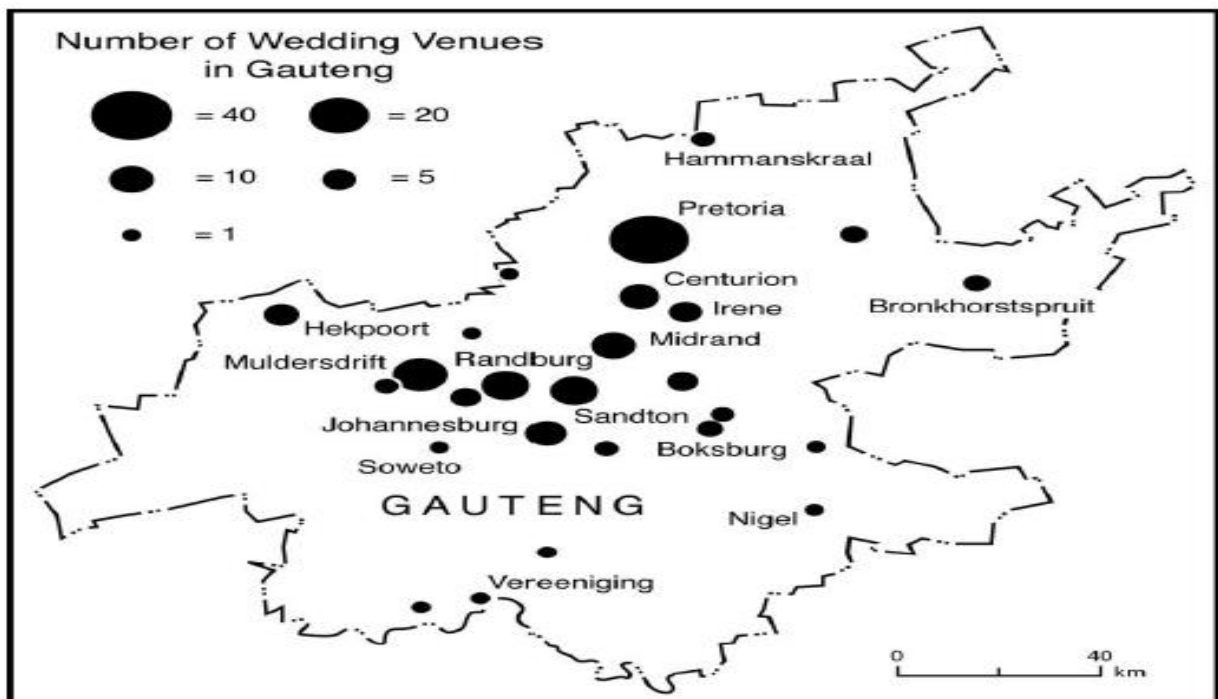


Figure 1.2: The distribution of wedding venues in Gauteng Province of South Africa

(Source: Rogerson & Wolfaardt, 2015:8)



However, wedding venue managers/marketers in the South African wedding industry are confronted with many challenges that can threaten the sustainability and growth of this lucrative market. Competition in the marketplace, changes in trends and societal norms/values, evident declines in the number of registered weddings, and economic recession can make it increasingly challenging to sustainably manage this type of special events market (Bower, 2017:1; Grant, 2015:1; Terrell, 2012:1; Van Beeck & Van Horn, 2011:23).

Even though most prospective wedding couples exceed their wedding budgets (Daniels & Loveless, 2007:125; Langkilde, 2015:3), global recessions cause prospective wedding couples to think carefully about whether they could afford a big wedding during these times. The impact of the recession of 2008 on the wedding industry was evident in the number of weddings that expectantly took a large dip (Grant, 2015:1). Interestingly though, unlike the economy that showed signs of recovery by 2013, the wedding numbers did not recover in the same manner (Grant, 2015:1). This is indicative that wedding numbers are further susceptible to conditions other than tough economic times.

According to John Soderlund, a counselling psychologist in Pietermaritzburg, the decrease in the number of registered marriages in South Africa seems to follow global trends whereby fewer people are getting married, and prefer to cohabit (Erasmus, 2016:1). There is definitely less social pressure on people to tie the knot (Grant, 2015:1); and fewer people are therefore getting married nowadays than 10 years ago (Erasmus, 2016:1). This is supported by the 2015 statistical report of marriages and divorces in South Africa, which indicated that the number of registered marriages fluctuated between 2003 and 2008, after which there was a consistent decline. The lowest number of civil marriages was recorded in 2015, which is a decrease of 8.1% from the 150 852 marriages recorded in 2014 to 138 627 in 2015 (StatsSA, 2015:2). In addition to this, religious ceremonies are also declining, since most South African marriages are performed by officials at the Department of Home Affairs (DHA). For instance, more than half (84 702 or 53.4%) of the 158 642 marriages in 2013 were solemnised by DHA marriage officers and only a third of the civil marriage ceremonies (47 748 or 30.1%) were conducted by a priest or religious person (Grant, 2015:1; Langkilde, 2015:1). Although some wedding venues in South Africa did not experience declines in the numbers of weddings hosted, changes in wedding trends are noticed and reported (Langkilde, 2015:1).

Not only are changes noticeable in societal norms and values, but changes in general wedding trends over the last few decades are especially evident, posing yet another challenge that managers/marketers of wedding venues are confronted with. From styles to locations,



prospective wedding couples are always striving to make their big day unique and stand out from the rest (Bower, 2017:1). Recent changes in trends over the past few years are confirmed by Angela Lorimer, the head of conferencing and eventing at one of South Africa's renowned wedding venues, namely Spier Wine Farm in the Cape. According to her, a new breed of easy-going, techno-savvy consumers are the reason behind a shift in trends. As a wedding venue, they need to adapt their offerings accordingly, or otherwise risk losing the interest of their market (Langkilde, 2015:1). Other noticeable trends include moving away from the traditional religious wedding ceremonies, towards personalisation and unique styles (Langkilde, 2015:2), since perspectives and perceptions of what is special differ from one prospective wedding couple to the next (Bowdin *et al.*, 2012:18). Prospective wedding couples are opting for unexpected places to get married, more outdoor ceremonies, unusual decor and are spending more on wedding reception elements. Most prospective wedding couples therefore tend to go over their wedding budget with the larger part of their budget allocated to venue/reception elements (Langkilde, 2015:3). While wedding venues such as banquet halls (22%), country clubs (11%) and hotels (11%) are still popular options, prospective wedding couples are increasingly looking for unusual venues that better reflect their personality (Langkilde, 2015:2). Wedding venue managers/marketers in South Africa should therefore be aware of these changing trends to adjust the versatility of their product offerings, in order to capitalise on these opportunities (Langkilde, 2015:4).

Lastly, the distribution of wedding venues in South Africa shows a significant variety of locations in pursuit of offering a prospective wedding couple's 'dream wedding' (Rogerson *et al.*, 2015:3). Since a large supply of wedding venues exists, and the geography of wedding venues is dominated in Gauteng, a highly competitive environment is inevitable (Rogerson *et al.*, 2015:3; Kim & Kim, 2013:11). Getting repeat business from wedding customers has its limits, and the ease of substitution of service providers or other alternatives by prospective wedding couples further poses risks to wedding venue owners (Van Beeck & Van Horn, 2011:27). Wedding venue owners/managers must therefore strive to be different from their competitors, and constantly seek alternatives and opportunities to expand, while catering for the specific and changing needs of their market. These can include upgrading facilities, diversifying services such as accommodation, making changes in the venue's style, the level of service, among others (Rogerson *et al.*, 2015:3; Adler & Chienm, 2015: 117).



1.3 PROBLEM STATEMENT

Wedding venues are one of the most important facets of the wedding industry, but their success and sustainability are threatened by various challenges. Economic conditions and social trends affect wedding spending. Wedding-related revenues are a key variable in the business performance and profitability of these wedding venues (Van Beeck & Van Horn, 2011:27). Furthermore, the personal preferences and decision-making processes of prospective wedding couples are complex, especially regarding their greatest wedding expense, namely the wedding venue itself (Adler & Chienm, 2015:119). Wedding venue managers/marketers in the Gauteng province specifically, operate in a highly competitive environment where prospective wedding couples have a great variety of venues to choose from, which is yet another challenge for this specific industry (Rogerson *et al.*, 2015:3; Kim & Kim, 2013:11).

It is therefore paramount for the managers/marketers of wedding venues to better understand the needs of prospective wedding couples when it comes to the selection of wedding venues. Greater insight into the aspects/factors/attributes that contribute to the wedding venue selection will provide wedding venue owners/managers, specifically in the Gauteng province, with relevant and current market segment information in order to develop product offerings/packages that best cater for the needs of their market, and to market these offerings more effectively so that it appeals to these prospective wedding couples (Lau & Hui, 2010:268). Very limited research is available in the literature, and is more likely to be addressed in trade magazines (Lau & Hui, 2010:269; Guan, *et al.*, 2015:163). Especially within the context of South Africa, research within this field is inadequate yet crucial for wedding venue businesses (and their associated services) in order to remain sustainable. This will ensure the continuous growth of the South African wedding industry and the broader events sector (Lau & Hui, 2010:268). Therefore, the research question that this study aims to address is: *What are the attributes that contribute to wedding venue selection among prospective wedding couples in the Gauteng province of South Africa?*

1.4 GOAL AND OBJECTIVES

The following goal and objectives are set out for the study:

1.4.1 Goal

To determine the attributes contributing to wedding venue selection (by prospective wedding couples in the Gauteng province of South Africa)



1.4.2 Objectives

Based on the goal of the study, the following objectives were set out to be achieved:

- *Objective 1*

To provide a literature overview (Chapter 2) of the events sector; weddings as a form of special events; the history behind wedding traditions/practices; the changes in and latest wedding trends; and an overview of the South African wedding industry.

- *Objective 2*

To provide a literature overview (Chapter 3) of marketing theory relating to consumer behaviour, purchase behaviour and decision-making processes, with a special focus on the wedding industry and wedding/bridal consumers. Priority will be granted to the aspects/factors/attributes that contribute to wedding venue selection.

- *Objective 3*

To determine the key aspects/factors/attributes contributing to wedding venue selection of prospective wedding couples in the Gauteng province of South Africa, by means of empirical research. This was done by means of an exploratory factor analysis with further ANOVAs and *t*-tests conducted on demographic and behavioural independent variables to gain a further understanding of prospective wedding couples' behaviour in order to develop tailor-made wedding packages according to their specific needs and preferences.

- *Objective 4*

Based on the results of the study, to draw conclusions and make recommendations for the managers/marketers of wedding venues in Gauteng province of South Africa.

1.5 METHOD OF RESEARCH

This research consists of a literature study as well as an empirical study, which will be discussed below.

1.5.1 Literature study

The literature study contributes to the background perspective of the tourism events sector. This was conducted by consulting various resources, including books, and online search engines (EBSCOhost, Google Scholar and Science Direct) consisting of information in the form of e-books, academic journal articles, dissertations, theses, reports and trade magazines. The latest and most relevant information was used based on the keywords event tourism,



special events, weddings, wedding venues and facilities, wedding venue selection; and aspects/factors/attributes for selecting a wedding venue. The main focus of this study lies in the aspects/factors/attributes for selecting a wedding venue as well as the aspects/factors/attributes that the prospective wedding couple considers as important when selecting a wedding venue. The literature study provides an overall understanding of the wedding industry as well as the aspects/factors/attributes that contribute to the selection of a wedding venue by a prospective wedding couple.

1.5.2 Empirical study

The empirical study consists of a discussion regarding the development of a measuring instrument, research design and method of collecting data, sampling population and method and data analysis. The study follows a descriptive research design based on primary data collected in 2018 to determine the aspects/factors/attributes contributing to wedding venue selection of prospective wedding couples. Quantitative research methods were used, and therefore questionnaires were used to collect this primary data, and the following sections will highlight the method that was used to conduct the empirical research.

1.5.2.1 Development of measuring instrument

The information needed to complete this study was collected by means of a self-administered questionnaire consisting of open and closed questions. Open questions are unstructured questions; these types of questions are questions where space is provided to provide an answer by the respondent. Closed questions, on the other hand, are structured; these types of questions have a list of responses and the respondent should choose the most accurate answer according to the respondent (Maree, 2016:180). The questionnaire consists of two different sections.

Section A of the questionnaire consists of socio-demographic questions, including the gender, age, profession and home province; as well as behavioural questions such as the number of guests to be invited to the wedding, the wedding budget, the province and suburb where the wedding will be held, as well as the time of year, the day of the week, and the time of day of the wedding.

For Section B, an in-depth literature study (including the studies identified in Table 1.1) was conducted and 42 aspects/factors/attributes were identified that could influence/contribute to prospective wedding couples' decision of selecting a wedding venue. These aspects/factors/attributes were placed in the self-administered questionnaire for respondents



to rate, according to a five-point Likert scale, the importance of each aspect when selecting a wedding venue. The five-point Likert scale of measurement ranged from 1– Not important at all; 2 – Not important; 3 – Important; 4 – Very important; 5 – Extremely important.

1.5.2.2 Research design and method of collecting data

A quantitative research method was followed for this study. Quantitative research is defined by Maree (2016:162) as a process that is systematic and objective to use numerical data that is from a selected sub-group of the specific population for the study. Shuttleworth and Wilson (2008:1) listed a few advantages of quantitative research: The quantitative research methods have the same outline for a long period of time; quantitative research methods are also a very effective way for finalising results. If quantitative research is done correctly, the result of quantitative research is clarified as real and balanced because external factors are strained out. Quantitative studies are very helpful to examine the results of the researcher who will provide more specific answers.

The research for this study was collected from visitors who attended the *Jo'burg Wedding Expo* at the Ticketpro Dome in Johannesburg from 10th to 11th March 2018. The *Jo'burg Wedding Expo* is an annual event that takes place at the Ticketpro Dome in Johannesburg, South Africa. It is the leading wedding event in the country, attracting an excess of 15 000 visitors (The Wedding Expo, 2012:5). The *Jo'burg Wedding Expo* is a special event consisting of a large public exhibition and trade, representing wedding venues, couture, photography, catering, publishing, and décor (The Wedding Expo, 2012:2). Since the planning of a wedding entails many important and costly decisions that need to be made, this type of expo plays a prominent role in the planning of a wedding and is attended by many prospective bridal couples in Johannesburg. A non-probability sampling method, namely convenience sampling, was followed. Five fieldworkers approached participants who were available at the specific location during the *Jo'burg Wedding Expo*. Two fieldworkers approached the prospective wedding couples at the food courts, while the other three fieldworkers approached the prospective wedding couples at different stalls, including the fashion show. A screening question was asked to ensure that respondents were indeed prospective wedding couples in the process of planning their wedding. If the couple was indeed a prospective wedding couple, the fieldworkers politely explained the research and asked them to complete the questionnaire as part of the research.



1.5.2.3 Sampling

For a population of 100 000 (N), the recommended sample size (S) is 384 (Cooper, 1995:207; Krejcie & Morgan, 1970:608). According to the Wedding Expo (2012:5), the average population during the Wedding Expo is around 15 000 (N), and therefore the recommended sample size (S), according to (Krejcie & Morgan, 1970:608), will be 375. Furthermore, according to Statistics South Africa (StatsSA, 2015:20), in 2015, there were 37 180 marriages registered in Gauteng alone. According to Krejcie and Morgan (1970:608), for a population of 40 000 (N), the recommended sample size (S) is 380 questionnaires. A total of 380 questionnaires are therefore sufficient for purposes of this study. From the 380 required questionnaires, a total of 258 were collected throughout the two days of the *Jo'burg Wedding Expo*. A further 122 questionnaires were therefore still required, and were collected by means of an online-version of the questionnaire (developed in *esurvey-creator*) during March and April 2018, which was posted on renowned social media platforms (specifically Facebook pages) relating to wedding planning for prospective wedding couples in the Gauteng province. These Facebook pages included *Brides To Be Gauteng*, *Ek's verloof*, *Everything Weddings Gauteng*, *Gauteng Trou Verwant*, *Gauteng Trou/Weddings*, *Idees vir Bruide*, *Pretoria weddings*, *Pretoria Trou Idees*, *Simply Weddings-Gauteng*, *SouthBound Bride*, *Trou Idees*, *The Wedding Dairy of the South African Bride*, *The Wedding Inventory (Group)*, *Wedding Inventory- Budget Weddings (South Africa)*, *Weddings in Gauteng*, *Wedding-Gauteng*. A further 139 questionnaires completed by prospective wedding couples, specifically from the Gauteng province, were collected; resulting in a total of 397 usable questionnaires for the data analysis.

1.5.2.4 Data analysis

After the questionnaires were distributed and completed by the participants at the *Jo'burg Wedding Expo* as well as the participants on social media platforms such as Facebook, Microsoft Excel was used to capture the data. SPSS software was used to process and analyse the data. Firstly, descriptive statistics by means of frequencies were used to draw up a profile of the respondents (prospective wedding couples). Secondly, an exploratory factor analysis was conducted on the aspects considered to be important when selecting a wedding venue. A factor analysis can be used to reduce the amount of variables/aspects, whereby the variables/aspects are grouped together according to the same characteristics into fewer factors (Tustine *et al.*, 2005:668); or where similar questions are grouped together (Maree, 2007:219; Maree, 2016:241). Therefore, the long list of variables/aspects is converted into a small amount of factors. Descriptive analyses, factor analyses, ANOVAs and *t*-tests were used to further process the data. An ANOVA (Analysis of Variance) involves examining more than



two means at a time (Maree, 2007:229; Veal & Burton, 2014:429; Maree, 2016:255); the *t*-test, on the other hand, involves examining difference among only two means at a time (Veal & Burton, 2014:429). Dependent variables are influenced by independent variables (Veal & Burton, 2014:422). For this study, differences in the mean values of certain independent variables were determined based on the venue selection factors (dependent variables), namely *Well managed facility, Add-on services, On-site accommodation, Location capabilities/capacity, Affordability, Renowned venue, Hands-on staff/service*. The independent variables included income, wedding budget level, weddings by size, wedding season, wedding planner, using recommendations from wedding planners, using wedding expos, using wedding directories, chapel hire, dressing room/facilities for bridal couple and entourage, honeymoon suit, accommodation for entourage, in-house wedding planner/coordinator, reception set-up, dance floor, flower/décor hire, make-up artist/hair stylist, photographer services, videographer services, wedding cake, limousine, wedding car or carriage rental, graphic design and printing services, entertainment/DJ, and other services/facilities.

1.6 DEFINING CONCEPTS

The following concepts will be defined.

1.6.1 Event management

Event management and event tourism are understood to be a basis for event studies; event management is explained to be a practical, qualified field that is devoted to understanding and developing the management of planned events; such as studying the details of the brand, recognising the target market, planning the event concept, preparing the logistics and managing the technical aspects before implementing modalities of the proposed event (Singh, 2009:123; Getz & Page, 2016:595). The term event tourism is broadly used to describe destination development and marketing strategies to realise all possible economic benefits of events (Getz, 2005:12). Events are seen as the systematic marketing, development, and planning of a tourist attraction, image builders and animators of attraction and destination areas (Getz, 1997:16). The event management entails the planning and production of all types of events, such as conventions, meetings, festivals, exhibitions, cultural celebrations, entertainment spectacles, sports competitions, private functions and other special events (Getz, 2005:2).

1.6.2 Wedding events

According to De Wit (2006:22), wedding events involve the traveling, accommodation, catering as well as entertainment of guests. With the above in mind, De Wit (2006:22) states that



wedding tourism is therefore part of the primary aspects of tourism. A wedding event, according to Krishan (2008:1), is the most important event in a couple's life; the wedding event can vary from two individuals who want to share their lives together for the first time as well as the celebration of the renewal of their vows and anniversaries. The wedding event can be seen as a way to express value and passion between two individuals (Krishan, 2008:1). The wedding reception follows after the wedding ceremony; a large private event is held with as many companies invited as possible, celebrating the wedding ceremony during the wedding reception. The wedding reception is the central point as well as an essential part of the wedding (Lau & Hui, 2010:268; Adler & Chienm, 2004:118).

1.6.3 Wedding venue

A venue can be defined as a uniquely identified location such as a shop, park, convention centre, conference centre, restaurant, hotel, theatre or other sites or even a combination of these venues where a meeting or events are held and individuals can visit (Tromczynski & Stanfar, 2006:3; Le Falher *et al.*, 2015:229). For purposes of this study, wedding venues will include/refer to the site where buildings and facilities are present with the specific purpose of hosting wedding receptions; and can also include additional facilities and services such as accommodation for wedding guests, bridal rooms and a wedding chapel for the wedding ceremony. Furthermore, these wedding venues must also market themselves as wedding venues and their daily business activities must include, to a large extent, if not predominantly, the planning, organising and hosting of wedding receptions (and related facilities and services). It can furthermore be said that a wedding venue specifically is selected based on its style, ambiance, and size, where the prospective wedding couple wants to hold their wedding (Olanga *et al.*, 2015:4)

1.6.4 Wedding venue decision-making process

A series of decisions that involve an individual's motivation, constraints, preferences, knowledge, resources and cognitive processes to choose an alternative, is known as a decision-making process (Lau & Hui, 2010:269). If a certain need or want occurs within an individual and the individual is aware of this want or need, the individual will try to satisfy it (Pike, 2008:27; Saayman, 2006:23). If the individual is unable to satisfy the want or need within his own environment, the decision-making process will take place (Pike, 2008:27). According to Yoo and Zhao (2010:180), the decision-making process is viewed as a funnel where numerous alternatives are being narrowed down to a single outcome. When the individual feels the need to make a decision, the individual will go through the decision-making process, which consists of five stages. The stages are identified to be problem recognition, information



search, alternative evaluation, selection of alternative or purchase decision, and post-purchase behaviour (Yoo & Zhao, 2010:180; Mair & Thompson, 2009:400). In the case of a wedding reception venue, the decision-making process involves the dynamic between elements of implicit cognition and environmental influences. The prospective wedding couple evaluates different options for the reception venue; the decision is based on different reception venue variables; and the decision is influenced by extrinsic and intrinsic attributes, push and pull attributes and venue-related and personal attributes (Callan & Hoyes, 2000:573; Lau & Hui, 2010:271-272; Guan *et al.*, 2015:163).

1.6.5 Wedding venue selection aspects/factors/attributes

Selecting a venue is a crucial decision that entails elements of the event and the venue that should meet the needs of the prospective wedding couple and add to the desired style and atmosphere (Bowdin *et al.*, 2012:246). The prospective wedding couple's wants and needs are the first steps for selecting a wedding venue and their personal preference plays a role (Yeoman *et al.*, 2004:21). According to the BusinessDictionary (2017:1), an attribute is a product's characteristic or feature that is appealing to a customer. A manufacturer or seller's perspective is usually represented by the attribute. In the case of a wedding venue, examples of aspects/factors/attributes include availability, location, atmosphere, size, and layout of the venue, audio equipment, attendance, bridal rooms, the quality of food and beverages, pricing of the reception venue, equipment expenses, style and personality and packages available, and therefore the aspects/factors/attributes will affect the search of the wedding venue (Lau & Hui, 2010:269; Silvers, 2004:66).

1.6.6 Prospective wedding couples

A bride-to-be or prospective bride is defined in the Oxford Paperback Dictionary & Thesaurus (2009:107) to be married in the near future; the bride is engaged and has plans to be married. A wedding is described as a celebration of blending or joining individuals (Dictionary.com, 2017:1-2). Therefore, the assumption can be made that a prospective wedding couple is a pair of either homo- or heterosexual individuals, who will be married in the near future, but are still in the planning phase of their wedding.

1.7 PRELIMINARY CHAPTER CLASSIFICATION

This study consists of five chapters and a brief discussion will follow of what is expected:



- **Chapter 1**

This chapter consists of the introduction, background to the study as well as the problem statement. The goal and objectives of the study and methodology to be followed are also stipulated. A clarification of key concepts and chapter classification are also provided

- **Chapter 2**

This is the first of two literature chapters and provides an overview of the events sector, the classification of events, and how wedding events form part of the events sector. An overview of the South African wedding industry is also provided.

- **Chapter 3**

This chapter is the second of two literature chapters and provides an overview of marketing literature focusing on consumer/purchase behaviour and decision-making processes. Existing studies were scrutinised regarding the aspects/factors/attributes influencing and contributing to prospective wedding couples' decision-making behaviour and selection of a wedding venue (and related services/facilities).

- **Chapter 4**

This chapter provides detail regarding the methodology that was followed to collect and process the necessary data for the study, followed by the research results. The results of the research were focused on identifying the key attributes that contribute to the wedding venue selection of prospective wedding couples.

- **Chapter 5**

The final chapter provides a conclusion to the study based on the content and information of the previous chapters, and recommendations were consequently made. Suggestions for future research within the specific field were also proposed. The study provides insight for wedding venue owners/managers to better understand and cater to the needs and preferences of prospective wedding couples in South Africa.





CHAPTER 2: LITERATURE OVERVIEW OF THE EVENTS SECTOR AND WEDDING INDUSTRY

“Marriage is not a noun; it’s a verb. It isn’t something you get. It’s something you do. It’s the way you love your partner every day.”
-Barbara De Angelis

2.1 INTRODUCTION

The tourism industry is one of the most important industries in the world’s economy, with an extremely high indicated growth rate (De Camillis *et al.*, 2010:149; Olanga *et al.*, 2015:1). This increasing growth rate in the tourism market has established the tourism industry as a principal sector (De Camillis *et al.*, 2010:149). The tourism industry consists of different sectors, one of which is the event sector (Getz, 2008:403). In this chapter, a literature overview will be provided of the events sector; weddings as a form of special events; the history behind wedding traditions/practices; the changes in and the latest wedding trends; and lastly, an overview of the South African wedding industry. This will contribute to a better understanding of weddings and the preferences of wedding couples.

2.2 CLASSIFICATION OF WEDDING EVENTS IN THE TOURISM EVENT SECTOR

There are various sectors that make up the tourism industry (Tassiopoulos, 2010:5 as adapted from Jordaan, 1994:6 & Cooper *et al.*, 1999:143-204). Figure 2.1 provides a graphic illustration of these different sectors, including the transportation sector (airlines, railways and shipping companies); the recreation, leisure and attractions sector (theme parks, heritage sites and shopping facilities); the travel, wholesale and rental sector (retail travel agents and tour operators); the accommodation and catering sector (hotels, guesthouses and holiday resorts); the public sector support services (government of the host community); the private sector (travel agencies, tour operators and tour guides); and the events sector (Saayman, 2007:19; Witt *et al.*, 2013:2-3).



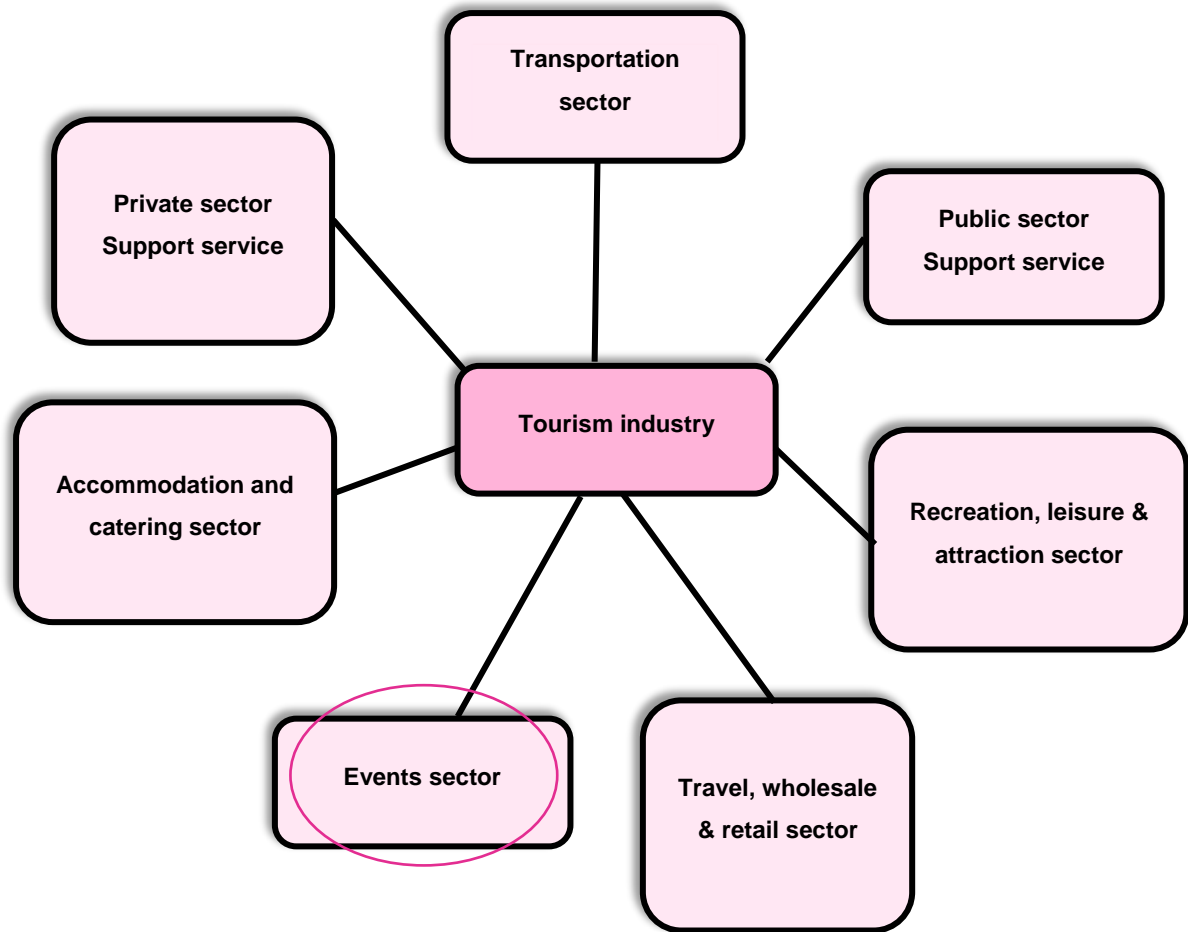


Figure 2.1 Sectors in the tourism industry

(Source: Tassiopoulos: 2010:5)

The events sector, specifically, is seen as an important motivator for the tourism industry (Getz, 2008:403). Events have always been a part of humanity, as individuals tend to celebrate important milestones in their lives (De Wit, 2006:14; Getz, 2008:403; Tassiopoulos, 2010:4; Getz & Page, 2016:594). Events can therefore be described as a unique ‘once-in-a-lifetime’ moment, which can be celebrated through ceremony and rituals to satisfy an individual’s needs; and the participants of the event have to be there in order to appreciate the unique moment (Goldblatt & Nelson, 2001:181; Tasiopoulos, 2010:11; Rodgeron & Wolfaardt, 2015:3; Olanga *et al.*, 2015:2).

Although it was only a few decades ago that the events sector became established in the tourism industry, as well as in the research community, the growth of the events sector is considered to be remarkable. Events usually attract tourists and other individuals, sponsors and/or media coverage to a specific location where they would not have normally visited if not for the event. These events therefore generate economic benefits for the specific location in which the event is hosted (Getz & Page, 2016:597).

Events are usually categorised according to the type of event, size as well as nature of the event (De Witt, 2006:2). Figure 2.2 below specifically illustrates a broad categorisation of events, according to planned and unplanned, ordinary and special, minor and major, as well as hallmark and mega-event types (Tassiopoulos, 2010:11 adapted from Jago & Shaw, 1998:28).

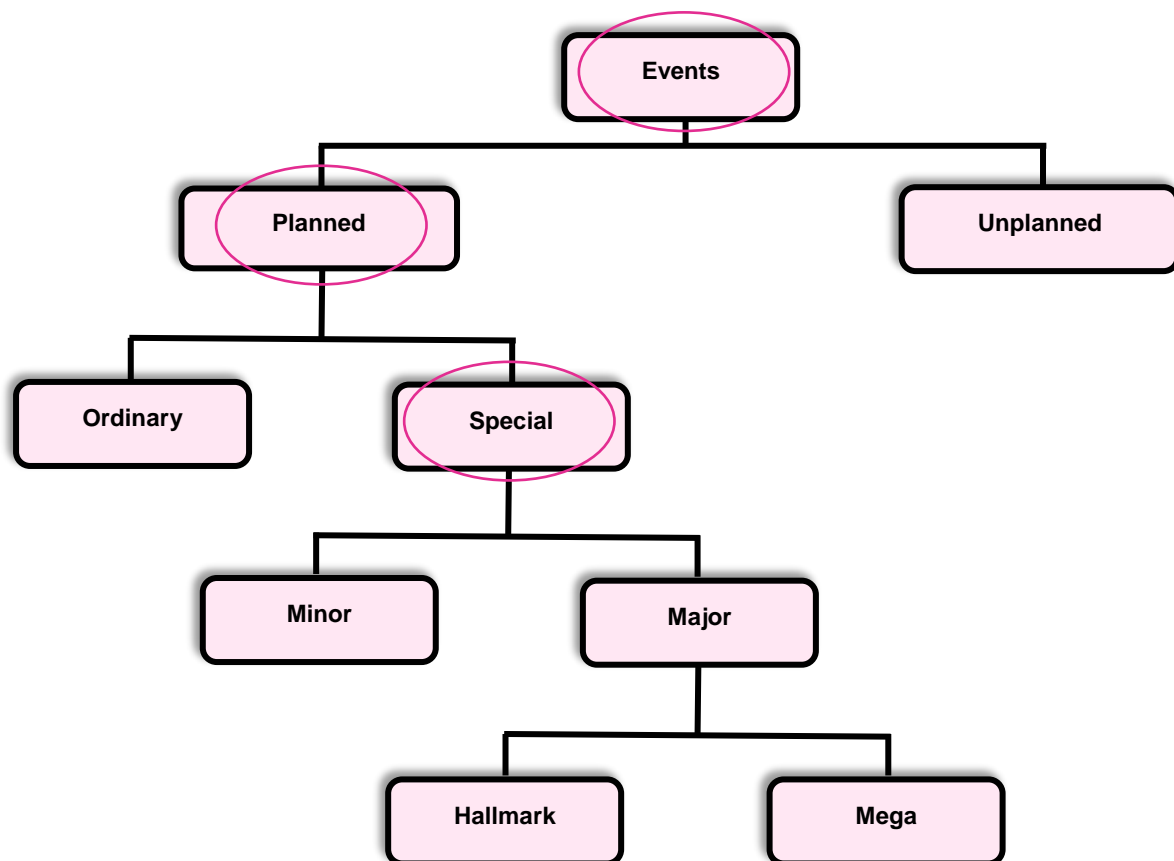


Figure 2.2: Diagrammatic event framework

(Source: Tassiopoulos, 2010:11)

Unplanned events are events that are not planned ahead and the event will happen spontaneously (Tassiopoulos, 2010:11). Events that are planned are events that have been planned for a long time period (Tassiopoulos, 2010:11). Planned events are explained to be created for a specific purpose, and if you miss the event, the opportunity is lost (Getz, 2008:404; Getz & Page, 2016:594). These authors further explained planned events to be ‘spatial-temporal phenomena’ and said every planned event is unique because of the interactions among the setting, individuals and the management systems as well as the design elements and programme. Planned events include celebrations and festivals, entertainment, recreation, political and state, scientific, arts and sport events, business and corporate affairs such as meetings, conventions, fairs and exhibitions, and those in the private sector, such as

social events, parties and weddings (Getz, 2005:16; Getz, 2008:404). Once, the responsibilities of planned events were in the hands of the community and individuals; now, however, the responsibilities of planned events are in the hands of professionals and entrepreneurs, because events are too important to be left to non-professionals (Getz & Page, 2016:594). Planned events, as illustrated in Figure 2.2, consist of ordinary and special events (Tassiopoulos, 2010:11).

Ordinary events appear to be more general and are a day-to-day event (for example a family barbeque) that is organised, but not much thought was put into the planning of the event (Tassiopoulos, 2010:11). However, Bowdin *et al.* (2012:17) explained a special event to be an event that is planned to mark special occasions. This type of event can be defined as an event that is a 'once-in-a-lifetime'-type of event, or special events can be described as an extraordinary event that was well planned out. It is difficult to determine whether the event is special for an individual or not, because special events depend on the perspective of an individual, clarified Bowdin *et al.* (2012:18). Bowdin *et al.* (2012:18) included national days, celebrations, civic occasions, major sporting fixtures, corporate service, trade promotions as well as product launches to be special events.

Special events, according to Kruger, Saayman and Ellis (2014:649), and Shone and Parry (2004:4), are categorised into leisure events, cultural events, personal events and organisation events. Saayman and Saayman (2006:212) stated that special events have many benefits, including employment opportunities for individuals, to produce profits, to help to build the image of a destination, to add to the product offering of a destination and to address seasonality. A special event, as illustrated in Figure 2.2, consists of minor events and major events, as explained by Bowdin *et al.* (2012:17).

Major events are events that are overall larger than normal events; these events will have media coverage and also draw significant numbers of visitors towards the event. The major event has many financial benefits for the economy (Bowdin *et al.*, 2012:20). Major events are events such as Isle of Man hosting the TT Races, and Silverstone has the Formula One Grand Prix (Bowdin *et al.*, 2012:20). Among these major events, hallmark and mega events can be identified (Tassiopoulos, 2010:11). According to Bowdin *et al.* (2012:20-21), hallmark events are the largest types of event, with visitors from all over the world (national and international visitors). Status and prestige are one of the common travel motives for visiting these hallmark types of events. Examples of Hallmark events are events such as the Carnival in Rio, the Kentucky Derby in the USA, the Chelsea Flower show in the UK, the Oktoberfest in Munich,



Germany, and the Edinburgh International Festival in Scotland (Bowdin *et al.*, 2012:20). Mega-events, on the other hand, have multitudes of individuals visiting the event; the mega-event has a 'must-see' status and the cost for planning and organising such a type of event is extremely high (Bowdin *et al.*, 2012:21-22). Mega-events include the Olympic Games, FIFA World Cup and the World Fairs (Bowdin *et al.*, 2012:21).

According to Getz (1997:9), and Tassiopoulos (2010:11), types of planned events can further be sub-divided into cultural celebrations, political and state events, arts and entertainment events, business and trade events, educational events, sport competition events, recreational sport events as well as private events (as illustrated in Figure 2.3). According to Getz (2005:19), private events within the typology of planned events include parties, socials as well as weddings (Getz, 2005:30).

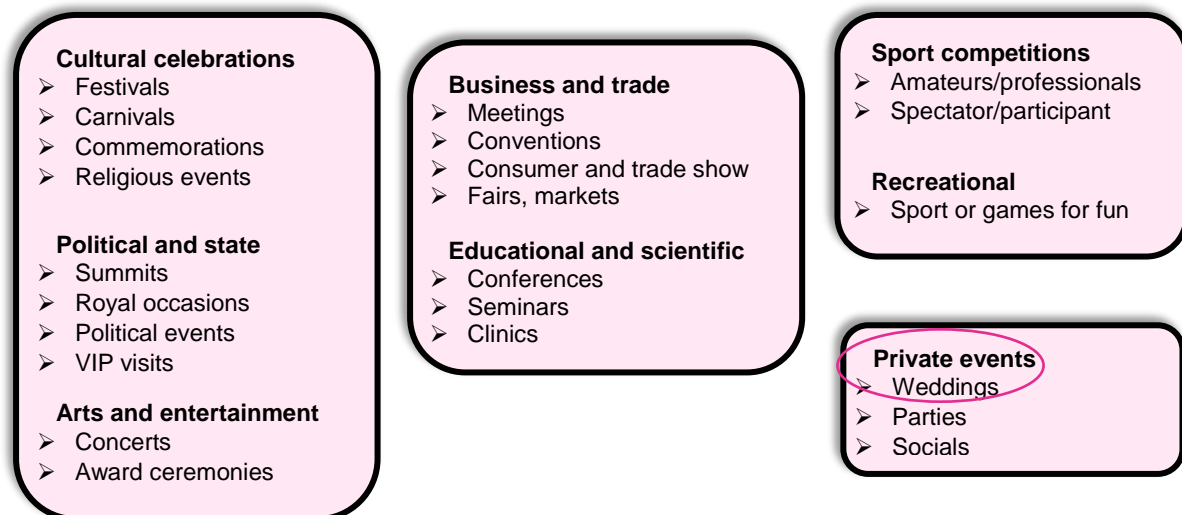


Figure 2.3: Typology of planned events

(Source: Getz, 2005:19)

Shone and Parry (2004:4) also consider weddings to be classified as a personal event type under special events, only with birthdays and anniversaries. Figure 2.4 illustrates these types of special events, namely leisure events, cultural events, organisational events and personal events (Shone & Parry, 2004:4).

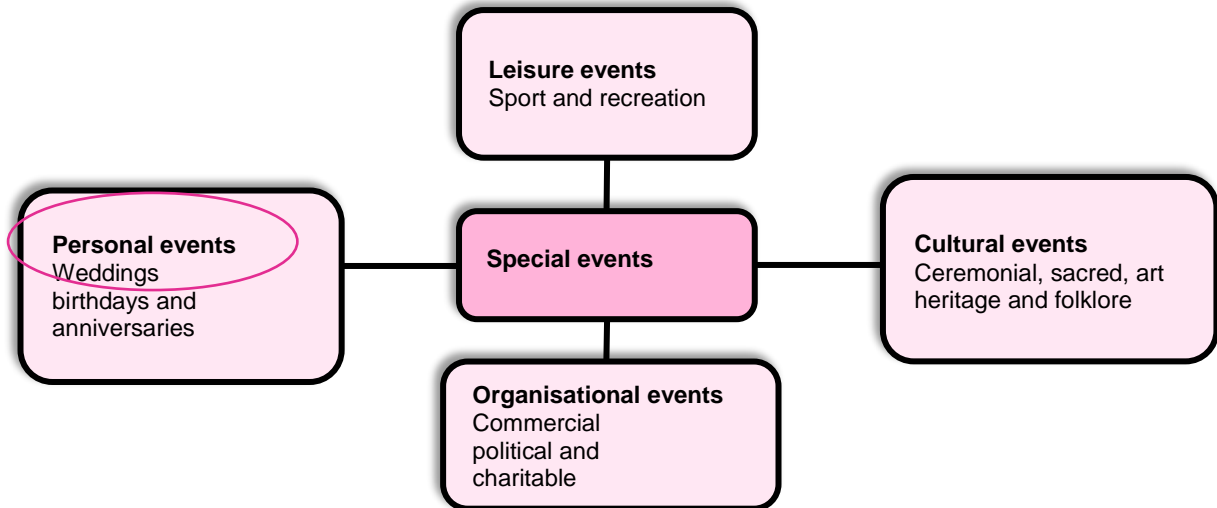


Figure 2.4: Categorising special events

(Source: Shone and Parry, 2004:4)

Conclusively, weddings can therefore be seen as planned, special, private and personal events (Getz, 2005:19; Shone & Parry, 2004:4; Jago & Shaw, 1998:8). Figure 2.5 below collectively illustrates the categorisation of these events types, with specific reference to wedding events.

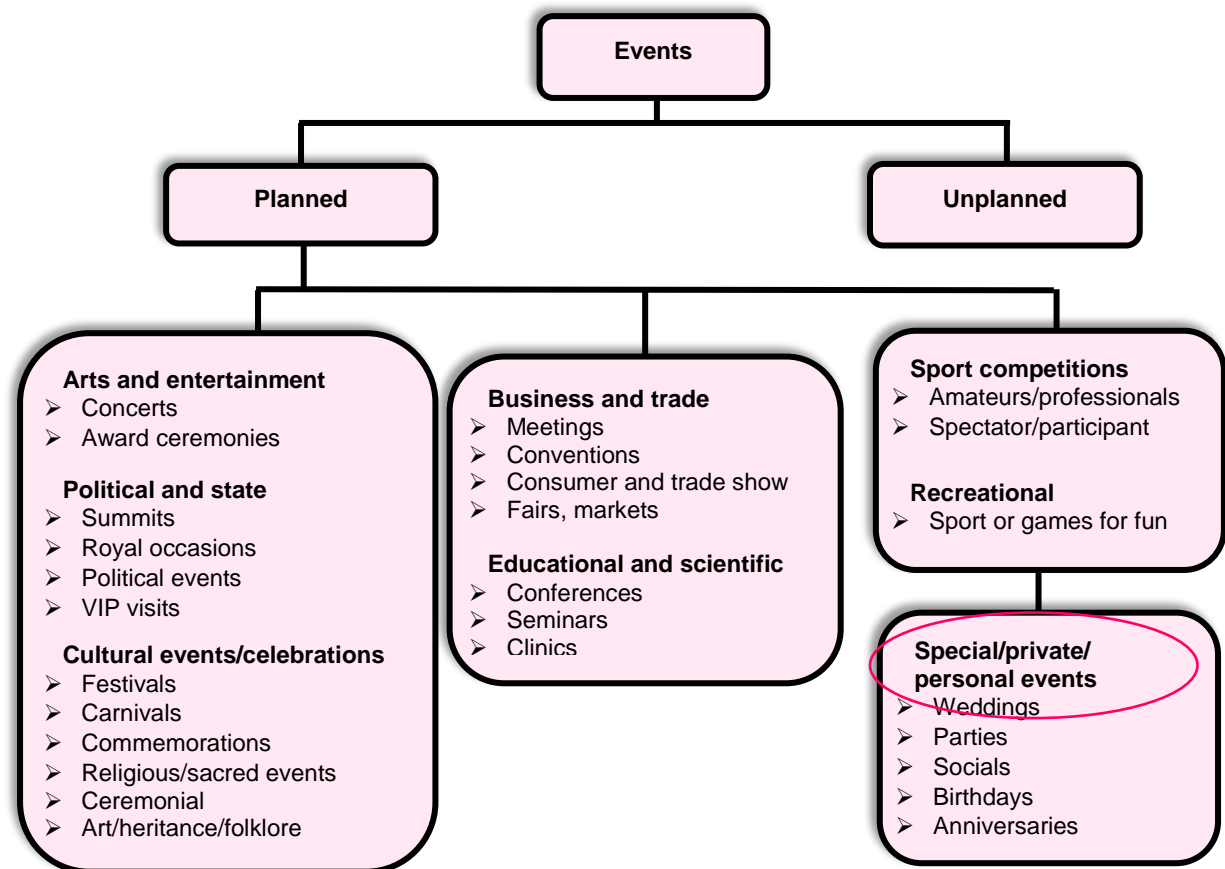


Figure 2.5: Classification of planned events

(Source: Author's own compilation as adapted from Tassiopoulos, 2010:11; Getz, 2005:19; Shone & Parry, 2004:4)



2.3 WEDDING EVENTS, THEIR HISTORY, TRADITIONS AND TRENDS

The definition of marriage differs according to culture, but is generally described as a union between two individuals, which is legally recognised, long-life and voluntary (Preller, 2017:1). According to Furter (2007:3), a wedding is a ritual of the heart, and is a reflection of the intimate aspects of two individuals' lives who are brought together. Furter (2007:3) further states that weddings are unique events with the potential to be the most memorable and significant milestone in an individual's life. Weddings usually symbolise the outcome of romantic love, and are a display of a serious lifetime commitment and devotion. Additionally, weddings mark the beginning of marriage (Appadurai, 1997:55). Leeds-Hurwitz (2002:2) summarised the underlying elements of a wedding to be a tightly-bound, naturally-occurring, publicly celebrated and widely-documented event. Therefore, weddings represent a rite of passage for two individuals who want to make their relationship legally established in the eyes of the law and of everyone around them (Appadurai, 1997:55).

2.3.1 History of weddings and wedding/marriage traditions

The first weddings in the Stone Age period are depicted in movies as a caveman that bashes a cavewoman over the head before getting hold of her by the hair. But unfortunately, history's real first wedding will stay a mystery even though some experts believe that group weddings were the first form of union in times of hardship, where loyalty to the tribe was affirmed and very important to the individuals (Jacks, 2015:1). Back then, a wedding was mostly about the continuation of the culture, secure water and hunting territories, and to protect their bloodlines, to initiate rules for inheriting properties and for economic/political advantages (Everitt, 2012:2; Jacks, 2015:1; Stritof, 2017:1; Yesterday, 2017:2). Everyone was getting married because kinship was vital between families and clans; weddings were a necessity to prevent serious feuding and breakdowns of civil order (Jacks, 2015:2).

Also in history, daughters were seen as property, and therefore when the father walked her down the aisle, to give his daughter away, it was about ownership or authority that was transferred to the groom (Shannon, 2015:8; Sarah, 2018:2). Traditionally, when the time was right, the groom would approach the bride's father to ask him for his daughters hand in marriage; if not, for any reason, the groom would approach the bride's mother next, to ask her for her daughter's hand in marriage (Furter, 2007:18). Although the father of the bride was responsible for paying for the wedding, the prospective bride helped gather money by selling ale in the village (Fryxell, 2012:1). Originally, weddings were held in the morning with a celebratory breakfast that followed. It was not until 1880 that it was acceptable to celebrate weddings in the afternoon (Fryxell, 2012:1).



Wedding traditions, forgotten or still practised, originate from ancient times, dating back many years (Jacks, 2015:1). Some centuries-old wedding traditions, starting from carrying the bridal bouquet all the way to the fathers 'giving away' their daughters, have continued into the modern day and are still practised today. Wedding traditions had purpose when they were established, and although the superstition around some of these may have faded, some traditions have stood the test of time (Shannon, 2015:1). To gain some insight into these marriage/wedding traditions, a discussion follows below according to certain time periods and cultures (Carter & Duncan, 2016:3).

Ancient Egyptians

Ancient Egyptians recognised marriage in law; they also implemented the idea to be engaged in order to ensure the prospective wedding couple's compatibility, and wedding rings have been exchanged through prospective wedding couples since Pharaoh's time (Fryxell, 2012:1; Jacks, 2015:1; Centre, 2018:8). The bride's parents were paid by the groom and his parents to ensure they he was capable of earning and keeping their daughter. The groom gave his prospective bride a gift, either made of gemstones or gold (Jacks, 2015:2). The wedding was a colourful feast, with singing and dancing, and to ensure fertility for the newlyweds, ancient Egyptians tossed grain or rice during the wedding ceremony, just before the newlyweds were left to enjoy some private time together (Jack, 2015:2).

Roman Empire

The Roman Empire handed down the word 'matrimony' meaning marriage, which comes from the Latin word 'matrimonialis'. They considered marriage an essential institution (Jack, 2015:2). The Roman Catholic theologians and writers referred to marriage as a ceremony allowed by God in the 12th century (Everitt, 2012:2; Yesterday, 2017:2).

It was up to the prospective bride herself to get engaged, and therefore the wedding was for love as well as for money, and the prospective bride's father would take the responsibility to arrange the wedding. The prospective wedding couple's fathers would get to know one another and agree or disagree with the proceeding of the wedding (Jack, 2015:2). Before the couple could get engaged, they first had to see if the "codudium" (also known as the right to get married) existed. The codudium depended on the following: whether the prospective wedding couple was not blood relatives, neither of them was already married and neither of them was a slave. If all was in order, the first tradition was a celebration to announce the engagement; the prospective groom would give his prospective bride a gift of jewellery (Jacks, 2015:2).



June was a popular month to marry; Romans celebrated Juno (the goddess of marriage, pregnancy and childbirth). June also had nice weather and after the winter months they came out to bathe; it was pleasant to be clean for your wedding day (Sarah, 2018:1). The bride's hair was an important tradition; six locks, three on either side, the style worn by Vestal Virgins. The bride would wear a garland of flowers and a saffron or orange coloured veil; the veil represented purity, modesty and that she wants to be married until death do them part. The veil came from previous brides who were married to a priest called Flaminica Dailis and called themselves Flaminica Dailis (Jacks, 2015:3; Shannon, 2015:3; Sarah, 2018:1). They were a highly respected priesthood and in order to stay in their order, they would never divorce. The prospective Arabic groom did not get to see his prospective bride until the veil was lifted, after they were married (Jacks, 2015:3). Bridal bouquets, compiled from herbs such as wheat, garlic and rosemary, helped the belief of fertility and faithfulness among the Romans; they also believed the bouquets were meant to protect the wedding couple from demons and misfortune (Shannon, 2015:4). The flower girls also carried sheaves of wheat to encourage fertility; later on, roses and rosemary were favoured and an obsession for orange blossoms also originated for the bride (Fryxell, 2012; Sarah, 2018:2). The orange tree tolerates fruit and flowers at the same time, again a symbol of fertility (Fryxell, 2012:1). Another symbol for ensuring fertility was rice, which symbolised rain, which is a sign of prosperity, good fortune and fertility, and therefore rice/grain was tossed over the bride and grooms' heads during the ceremony (Fryxell, 2012:1; Shannon, 2015:6; Centre, 2018:10). The bride's wedding dress traditionally was quite simple and was often made of white wool, usually self-made. The groom was teased and tested with patience for the wedding night; with a highly complicated knot that was tied in the sash holding it up (Jacks, 2015:2).

The prospective bride's female relatives or friends, usually her mother, called a 'pronuba', would stand by the bride's side and supported her. The pronuba should still be married with her first spouse to qualify for the position (Jacks, 2015:2). A theory suggests that bridesmaids travelled with the bride, shielding her from desperate men and to protect the bride's dowry (Shannon, 2015:5). At the time of the wedding, all the brides' favourite childhood toys would be offered to the Roman gods. The wedding ceremony were for all family members and friends, but the Roman Empire required at least ten male citizens to be present at the wedding in order to act as witnesses for the wedding to be legal. Right hands were joined by the bride and groom during spoken consent for each desire to marry the spouse they shared a salted bread loaf (Jacks, 2015:3). The Romans believed the third finger is connected straight to the heart, and consequently the reason for the wedding ring on the third finger (Fryxell, 2012:1; Yesterday, 2017:2; Sarah, 2018:1). Christians established the tradition of placing the wedding

ring on the third finger after the thumb, the first, for God the Father, the second, for the Son, and the third, for the Holy Ghost, leaving it on the third finger. The left hand was favoured by Edward VI in 1549 when tradition differed; the left or right hand (Fryxell, 2012:1). Wife-swapping was often seen as a career or to strengthen family bonds (PT Staff, 2005:1). In the 19th century, the wedding cake (symbol of fertility, and thrown at the bride for good luck) became popular; the tradition of wedding cake originated from the Romans. The expression 'wedding toast' originated from flavouring beverages with actual spiced/burned toast; the Romans dropped burned toast in their wine to 'tamper' with bad wines they had to drink (Anise Catering, 2017:2).

Vikings

The Vikings were known for festive weddings involving wild interaction, music, feasting and drunkenness, which depended on the family's wealth. The festivities could last for about a month and all the wedding guests received gifts for their attendance at the wedding (Jacks, 2015:4).

Japan

In Japan, the 'Nakodo' dealt with all the marriage arrangements; he attended the wedding and even read the oath. If the proposal was accepted, beverages, clothing and gifts of happiness and fortune were exchanged between families as well as the important family names (Jacks, 2015:4). After the wedding, the bride still was not fully released; the man had to visit his wife every night in order to see her. Only when, whichever came first, a child was born or the man's parents had passed, was the wife allowed by her family to live with her man properly (Jacks, 2015:4).

Scotland

In Scotland, the invited families were expected to thank the prospective wedding couple for the invitation to the wedding. The invited families thanked the wedding couple by providing their own food for the wedding banquet and they also provided gifts to the wedding couple as well as on the day. The invited families would often pay extra for the occurrence of festivities (Jacks, 2015:4).

Mexico

In Mexico, after the vows were exchanged, the priest would wrap a very large rosary (also ribbons, flowers, wooden rings or gold bands) around the wedding couple in a figure of eight looping. Before the wedding feast begun, guns would be fired into the air in a true Mexican

style (Jacks, 2015:4). The first dance was a romantic tradition; all the wedding guests joined hands and surrounded the newlyweds with a heart-shaped design. Another tradition among the Mexicans was the mock capture of the bride by her family; only upon a promise made by the groom to help her family in the future, would they release the bride back to the groom (Jacks, 2015:4).

America

In America, weddings were typically held within the family home. The bride wore her best black dress; black dresses were useful because she would also be buried in the dress if she died (Fryxell, 2012:1). If the bride could afford a special wedding dress, the favourable colour was blue, because it was the Biblical symbol of purity. The symbolism continues in the famous saying 'something blue'.

England

In England, tradition was that the wedding couple had to try and kiss over a small pile of sweet buns; success would mean fertility. Furthermore, a bride's pie with a hidden glass ring inside would suggest that whoever found the ring was said to be married next (Fryxell, 2012:2). The phrase 'tying the knot' originated from England; the wedding couple would join hands and were bound by the wrist (handfasting) and informally married a couple for a year and a day, after which they could marry for good or try another trial run (Fryxell, 2012:2; Shannon, 2015:10; Sarah, 2018:1); handfasting also means 'wedding' (Sarah, 2018:1). During the 5th century, Anglo-Saxons threw the wedding couple with shoes, to grant them luck, and therefore the tradition originated; the bride's shoes were stolen by the groom to ensure she would not run away, and so the tradition originated by tying shoes to the wedding couple's car (Woordrow Hall, 2011:2; Fryxell, 2012:1). It was tradition in England to try and tear off a piece of the bride's wedding dress, and therefore brides started to throw their bouquet and then ran for safety; bouquet throwing is now seen as good luck imparted onto unmarried women who catch the bride's bouquet (Centre, 2018:10; Sarah, 2018:2). During the 18th century, Lord Hardwick's act, the Clandestine Marriage Act of 1753, marked the beginning of state involvement; prospective wedding couples were required to get married in church or a chapel by a minister because otherwise the union was not valid (Everitt, 2012:1). The word 'wedding' originated from the Anglo-Saxon term *wedd*, meaning 'pledge', 'bet' or 'wager', a guarantee that the groom would pay his prospective bride's family in order to marry her (Everitt, 2012:1; Fryxell, 2012:1).



Back in the 19th century, non-religious civil marriages were allowed by the Marriage Act of 1836 to be held in registered offices. Registered offices were set up in towns and cities across England and Wales. Nonconformists and catholic prospective wedding couples could get married in their own place of worship according to their rights because of the new established act (Everitt, 2012:5).

During the 19th century, females were considered chaste and pure, and therefore sex was easier for men to have with prostitutes rather than with their virtuous spouse (PT Staff, 2005:2). During the 16th century, Edward VI introduced the sixpence coin, which brides saw as good luck (Fryxell, 2012:2).

Europe

In Europe, societies declared that marriages without love are regrettable and females considered money when choosing a prospective husband during the 18th century (PT Staff, 2005:2). In Europe, where the groom would break biscuits or a loaf of barley bread over his bride's head when she exited the church, unmarried guests gathered the crumbs and placed it under their pillows for own fortunes in marriage during the 18th century (Fryxell, 2012:1; Shannon, 2015:8; Yesterday, 2017:3-4; Sarah, 2018:2). In the 14th century, the garter throwing originated in Europe, where bridal attire was viewed as good luck (Shannon, 2015:8). Therefore, the reason for the garter throwing is that the wedding guests started grabbing the garter right off the bride's leg. Out of respect for the bride and her dignity, the groom threw the garter himself (Shannon, 2015:8).

The US

In the US, passionate love between spouses was considered unseemly during the 1690s. Husband and wife were warned by Protestant ministers against loving each other too much, by using nicknames that might undermine husbandly authorities (PT Staff, 2005:2). 'Bridal tours' were replaced by honeymoon suits during the 19th century, and bridal tours suggested married couples travelling after the wedding to visit family members who were unable to attend the wedding ceremony (PT Staff, 2005:2).

Love became the only reason for two individuals to join hands in marriage, resulting in same-sex marriages. In the 1920s (US), dating became popular; popular cultures embraced sex, but they claimed that marriages were 'on the rocks'. During the 1950s, marriages became universal and one out of five people thought that it is okay to be unmarried. Divorce rates



increased during the 1970s because of self-sufficient females and changing social rules (PT Staff, 2005:2).

Victorian era

Marriage usually evolved around money, power and survival; and rarely evolved around sentiment, emotions and love in the Western cultures (PT Staff, 2005:1). Only during the Victorian era did romantic love become a primary requirement for marriage (Everitt, 2012:6; Yesterday, 2017:2). Wedding gowns were brown, red or black; Queen Victoria chose white for her wedding with Prince Albert in 1840, and the white wedding dress then became a symbol of status as well as an association with innocence and sexual purity (Fryxell, 2012:1; Shannon, 2015:7; Carter & Duncan, 2016:3; Centre, 2018:2; Sarah, 2018:1). Back then, it was required for the bridesmaids and maid of honour to be unmarried (Shannon, 2015:5). It was also the bridesmaid's responsibility to assemble the wedding venue with garlic (to drive away evil spirits), sage and dill, which could have begun the wedding feast (Fryxell, 2012; Higgins, 2016:2; Sarah, 2018:2).

Medieval times

Diamonds were associated with 'flames of love' and were favourable for engagement and wedding rings in medieval times (Fryxell, 2012:2).

Germany

The groom's right, sword hand had to be free, so the bride, even today, will stand on the groom's left side. The best man's goal was to fend off the bride's rescuing or angry relatives, in case the bride wanted to escape and to safe keep the wedding ring (Fryxell, 2012:1; Shannon, 2015:9; Strauss, 2016:2; Centre, 2018:5). Since the strongest swordsman could offer the highest level of protection, he was considered as the 'best' man; groomsmen were considered to be back-up security (Shannon, 2015:9; Strauss, 2016:2; Centre, 2018:5). In Germany, the term honeymoon originated and was used because newlyweds were supposed to drink honey wine for a full moon scale after their wedding day as tradition (Fryxell, 2012:2; Jack, 2015:5; Yesterday, 2017:2; Sarah, 2018:2).

2.3.2 Modern wedding trends

Modern weddings are typically about faith, commitment and love (Sarah, 2018:1); and prospective wedding couples seek to create their perfect wedding by means of personalised, individualistic and creatively unique elements, in combination with certain older wedding traditions (Carter & Duncan, 2016:1). Some marriage and weddings traditions have stood the



test of time and are still practised today – both abroad and also in South Africa. However, continuous changes in wedding trends are a given – from the change in styles of wedding gowns and apparel, to changes in the expectations and requirements that couples have of a venue (Langkilde, 2015:4; Volk, 2016:1). Wedding industry trends in South Africa, too, are constantly evolving; causing trends to arise and go (Daniels & Loveless, 2007:184; Langkilde, 2015:4; CapeTown Magazine, 2017:1; Sarah, 2018:1). It can also be assumed that lifestyle shows can have an influence on wedding trends pursued by wedding couples (Suhaag.com, 2013:1). Some marriage and wedding traditions have survived over the years and are therefore still practised today – both abroad and also in South Africa. Some of the more recent and latest wedding trends noticed in the industry will be discussed below.

Trends regarding the use of technology

Technology has expanded, and therefore the meaning of weddings and the manner in which the wedding take place were re-formed (Daniels & Loveless, 2007:45). The new generation in South Africa is well acquainted with technology, and therefore a shift in wedding trends is expected; wedding vendors must better their offering or they might lose prospective wedding couples' interest (Langkilde, 2015:4). Approximately 60% of prospective wedding couples in South Africa use smartphones to plan their wedding and to research everything regarding the wedding, from the available wedding vendors to the wedding dress (Langkilde, 2015:4). Social media are shaking up the wedding industry; social media are being used to generate new ideas in order to create a unique wedding. Brides use social media platforms such as Facebook, Pinterest and Instagram among others. To show off their wedding pictures and their unique wedding looks (Volk, 2016:4). Using social media platforms, i.e. Pinterest among others, to create DIY (do it yourself) weddings helped prospective wedding couples to create unique and creative weddings without the help of a wedding planner, also helping the prospective wedding couple to save on the budget (Daly & Long, 2016:77). Every year, technology seems to be elaborating; videography seems to be the new trend (Volk, 2016:3). The usage of smartphones to access wedding planning websites increased from 33% in 2011 to 61% in 2014 (Langkilde, 2015:2). Photographers realised they can capture the wedding couple's big day and make money, stated Fryxell (2012:2).

Trends regarding the wedding budget

Twelve percent of prospective wedding couples tend to pay for their own wedding entirely themselves. Usually, the parents of the prospective bride contribute 43% of the wedding budget, the prospective wedding couple also contributes 43% of the wedding budget, 12% are contributed by the prospective groom's parents and the other 2% are contributed by other

family and friends of the prospective wedding couple (Langkilde, 2015:3). One in every four prospective wedding couples stayed within their set wedding budget (Langkilde, 2015:3). Brides make use of social media platforms such as Pinterest to create unique and creative DIY (do it yourself) weddings without hiring a wedding planner, to save some of the wedding costs (Daly & Long, 2016:77).

Trends regarding the number of wedding guests

Weddings, according to Volk (2016:3), have shifted from an intimate setting to a celebration; a much larger event. Back then, the norm was to invite 150 guests to a wedding; today, the norm is to invite 300 to 400 guests to a wedding. Only close friends and family are invited to a destination wedding rather than the normal 300 guests (CapeTown Magazine, 2017:1). Hannes Loubser, wedding specialist at Spier Wine Farm, stated that an average wedding size in South Africa is between 80 and 100 guests (Langkilde, 2015:3), while the average wedding size in the USA is 136 guests per wedding (Langkilde, 2015:3).

Trends regarding more personalised wedding alternatives

Prospective wedding couples want to show their unique style by hosting their wedding in an unusual, unexpected location. Forty percent of prospective wedding couples tend to choose unusual reception venues to reflect their unique personalities, and since 2009, historic buildings, homes and family farms have been a favourable area to be married (Langkilde, 2015:2). In South Africa, some prospective wedding couples tend to return to simplicity and the homely feeling and then hosting their wedding in one of the prospective wedding couple's parents' backyard. Creating a surprise element is trendy; the prospective wedding couples tend to keep the wedding reception venue a secret until after the wedding ceremony (CapeTown Magazine, 2017:1). It is also trendy among South African prospective wedding couples to host their ceremony in a romantic stone chapel in the Winelands with the wedding reception at a seaside venue (CapeTown Magazine, 2017:1).

Trends regarding the wedding venue themes and décor

A wedding can be simple or as extravagant as the prospective wedding couple wants; they tend to make a big celebration out of their wedding day with an extravagant theme (Volk, 2016:2). Prospective wedding couples in South Africa tend to spend less on their ceremony, but the spending increases with the reception elements such as the wedding cake, catering and musicians because of personalisation (Langkilde, 2015:4). A new trend in South Africa within prospective wedding couples is to have their ceremonies outdoor, with the normal reception décor trends as indoor (Langkilde, 2015:2). In 2009, 41% of prospective wedding

couples held their wedding ceremony in religious institutions; in 2014, only 28% of prospective wedding couples held their wedding ceremony in religious institutions (Langkilde, 2015:2). Eco-weddings are becoming a trend; they are cost effective and have a minimal impact on the environment (Rogerson & Wolfaardt, 2015:5). A new and trendy idea in South Africa, according to CapeTown Magazine (2017:1), is that it seems to ensure a different atmosphere during the reception to use ottomans, couches clusters and Ibiza-style daybeds, lighting colours and music also increase the relaxing atmosphere. A trendy way in South Africa to add to the ambience to the reception venue, is the prospective wedding couple's favourite movie or black and white film is projecting on a screen or a white wall near the dance floor (CapeTown magazine, 2017:1). In South Africa, natural colours such as pearly white, light golds and silvers are very trendy. During the winter months in South Africa, colours such as muted colours, charcoal, grey and off-white are very trendy. The use of elements such as chunky gold and silver candelabras, raw wooded tables, half melted off-white candles, with a mix of vintage and modern chairs is popular for receptions, according to CapeTown Magazine (2017:1). In South Africa, cocktail weddings, where guests casually stand during the social event, are also trendy, instead of seating at formally set tables (CapeTown Magazine, 2017:1).

Trends regarding menu planning

Buffet and canapé-style menus, rather the traditional three-course meal, seem to be a trend in South Africa. A relaxing vibe is created with a buffet dinner; guests are served with large bowls of decadent cuisine and guest can help themselves (CapeTown Magazine, 2017:1). As far as menus are concerned, preference leans towards locally-produced organic foods. Canapé-style is preferred rather than the perfectly plated deserts, thereby making it easier for the guests to enjoy the chef's own compilation of Turkish delights, macarons and chocolate truffles during the evening (CapeTown Magazine, 2017:1).

Trends regarding wedding dates, time of year and time of day

Summer tends to be very general for weddings and tends to increase from September, and peaking in December. The Easter season (March and April) also seems to be popular months in South Africa (Grant, 2015:1; Langkilde, 2015:2). Save the dates are being used more frequently because of rushed and busy lives; in 2009, 57% of prospective wedding couples used save the dates; the use of save the dates increased to 75% in 2014. Only 29% of prospective wedding couples had their save the dates professionally made in 2009; 2014's professionally made save the dates increased to 50% (Langkilde, 2015:3). Planning the menu around the wedding's time of year in South Africa is very popular, in order to use seasonal products that are fresh and organic (CapeTown Magazine, 2017:1). During the winter months,

prospective wedding couples in South Africa get great deals for a winter wedding. During the winter months, pinstriped fabric and damask table linen seem to be favourable in South Africa, as for the luxury and quality it presents (CapeTown Magazine, 2017:1). An old-world feel is created at winter weddings with romantic candlelight, crackling fire places and dripping candles on candle bars. Using the season as an advantage for decor such as umbrellas during the rainy seasons is a trendy and favourable way in South Africa to keep your guests dry (CapeTown Magazine, 2017:1). Not only are lunch weddings trendy and cost effective in South Africa, but they are also an alternative for the normal evening wedding, according to CapeTown Magazine (2017:1).

Trends regarding wedding gifts

Prospective wedding couples utilise many services, from personalised websites to gift registries (Coimbra, 2016:11). The knot (2017:1) identified charity donations, registries, cash gifts, and registries on phone devices as some of the trends around wedding gifts. According to Cape Town Magazine (2017:1), in South Africa, the prospective wedding couples prefer to ask their guests to donate to their favourite charity instead of buying them gifts.

Wedding attire trends

A wide variety of wedding dress selection is now available and the bridal attire has gone through a makeover (Volk, 2016:2). Back then, during the 1980s, wedding dresses had high necks, long sleeves and full skirts. Today's weddings consist of strapless wedding dresses, very form-fitting and even backless wedding dresses (Volk, 2016:2). Coco Chanel introduced the knee-high white wedding dress with a long train (Fryxell, 2012:2). In South Africa, vintage wedding dresses in a fit-and-flair style gown or a wedding dress with a combination of textures such as lace, bling embellishment and tulle are popular, just like the Grecian dress with jewel embellishments or a dress in chiffon and satin (The Wedding Expo, 2017:2). A boob-tube wedding dress is favourable and some brides even accessorise with belts around the waist in different colours. Extravagant wedding dresses and accessories are preferred by brides in the Durban area; Gauteng brides tend to prefer the traditional wedding dress; whereas Cape Town brides, on the other hand, seek traditional or classical wedding dresses or the celebrity-style wedding dress. The bride's wedding theme is completed by bridesmaids wearing different styled dresses in the same colour (The Wedding Expo, 2017:4).

Trends regarding the wedding entertainment

According to Langkilde (2015:2), during 2014, a decrease of 33% of prospective wedding couples hired pianists and organists; during 2009, 49% of prospective wedding couples hired

pianists and organists. The wedding is a colourful celebration that is a feast with much singing and dancing taking place (Jacks, 2015:4). Boule, according to CapeTown Magazine (2017:1), is an entertaining game for the wedding day to pass time; the game originated in Southern France, but prospective wedding couples in South Africa include Boule in their entertainment plans. Selecting the right entertainment for a wedding is a difficult task according to Bazaar entertainment (2018:1). Many prospective wedding couples associate a live band with class and taste but it is predicted that within the next five years most prospective wedding couples will prefer a 'fused' experience consisting of a DJ, live band and MC-systems (Bazaar entertainment, 2018:1).

Trends regarding South Africa as a wedding destination

Destination weddings are now trendy; Southern Africa being a favourable destination for prospective wedding couples to get married in. Weddings in Southern Africa will continue to increase over the years; prospective wedding couples are looking for a more affordable, easy wedding option (Highline Tours and Travel, 2018:1). Easy access, with more connecting flights into Southern Africa, the deprecation of the rand, the exchange rate as well as the changing economics contribute to the increasing trend of Southern Africa being the favoured place for destination weddings (Highline Tours and Travel, 2018:1). The average wedding budget in the USA is approximately R372 734.00; the venue alone approximately R167 256.00, and therefore a wedding in South Africa would be 37% more cost effective than in the USA (Langkilde, 2015:3).

Evolving and current wedding trends are indicative of changes that take place in the needs and preferences of prospective wedding couples, specifically when selecting the right wedding venue (and related services) for their special occasion. If aspects/factors/attributes contributing to wedding venue selection by prospective wedding couples are better understood, managers and marketers of wedding venues will have recent market information for the effective implementation of different approaches (Farana & Llyaraja, 2015:57; De Witt, 2006:16; Lau & Hui, 2010:268). An in-depth analysis of these aspects/factors/attributes that can influence the selection of a wedding venue will be provided in Chapter 3.

2.4 A BACKGROUND TO THE SOUTH AFRICAN WEDDING INDUSTRY

In South Africa, the wedding industry is worth R27 billion annually, with an average cost of R135 000 per wedding and with foreign couples marrying in South Africa, they spend up to R1 million on their wedding (Hogarth, 2010:1; Staff Writer, 2016:1). These wedding costs differ based on location and size, but according to professional wedding planners and wedding



event organisers in the industry, the estimated cost for a wedding in South Africa is conservatively speaking around R70 000 to R80 000 for 80 to 100 guests (Staff Writer, 2016:2). This translates into an average cost of R700 to R800 per head; and could easily escalate to R1 500 to R2 000 per head. A breakdown of wedding-related costs in a typical wedding budget is further provided, whereby 50% (approximately R35 000 to R100 000) is usually allocated to the wedding venue (including venue hire, food, beverages and alcohol). Ten percent (approximately R7 000 to R20 000) is for the wedding gown and bridal accessories; 15% (approximately R10 500 to R20 000) for photography/videography, flowers, décor and music; 10% (approximately R7 000 to R20 000) for invitations and table gifts; and a further 15% (approximately R10 500 to R30 000) towards unforeseen costs such as traveling expenses, service providers and consultant fees (Staff Writer, 2016:2). Financial journalist, Fisher-French (2016:1), broke down wedding costs further, including items such as the wedding rings, honeymoon and even lobola (a tradition in many Southern African countries, lobola refers to paying respect to the elders and community (Heeren *et al.*, 2011:73). In 2012, couples spent R27 000 on their honeymoon and R20 000 on an engagement ring. For traditional weddings, lobola comes to about R40 000. However, even these costs can escalate, with some respondents saying they would pay as much as R100 000 for the ring, and R250 000 for lobola (Fisher-French, 2016:1). With these extra costs taken into account, the price can escalate significantly to between R120 000 and R290 000. The popular wedding website “*Yes Baby Daily*”, also broke down the ‘realistic’ costs of a wedding, finding a low-end average to be at R55 000 and a high-end average at R270 000+ (Staff Writer, 2016:2).

There are three types of marriages in South Africa; namely civil marriages (marriage which is solemnised as a civil contract without a religious ceremony); customary marriages (marriages performed under the African customary law) and civil unions (a legal recognised union between same-sex couples by some countries with rights that is similar to those of marriage). In 2016, over 139 512 marriages were registered (Grant, 2015:1; Langkilde, 2015:1). These included 139 512 civil marriages, 3 978 customary marriages and 1 331 civil unions (Grant, 2015:1; Langkilde, 2015:1). Gauteng accounts for the highest number of registered marriages (36 413), followed by KwaZulu-Natal (21 440). The Northern Cape accounted for the lowest number of registered marriages (4 278) (StatsSA, 2016:19; Langkilde, 2015:2). Interestingly, the Western Cape’s registered marriage rate is 16%; and with a population rate of 11%, makes it the only province where the marriage rate is greater than the population rate (Grant, 2015:1). Generally, however, marriage rates are decreasing across South Africa (Langkilde, 2015:1; Staff Writer, 2016:2; StatsSA, 2016:19). Fewer individuals are getting married and rather decide to live together (Erasmus, 2016:1). Civil marriages decreased each year from 158 642



marriages in 2013, 150 852 marriages in 2014, 138 627 marriages in 2015, and 139 512 marriages in 2016 (StatsSA, 2016:19).

The average age for a bride to be married is between 25 and 29 years, and the grooms between 30 and 34 years. Boys must be at least 18 years and girls 16 years to be married without consent from parents or guardians (Grant, 2015:2; Langkilde, 2015:2). In 2013, approximately 186 individuals (14 grooms and 172 brides) were under the age of 18 years (Grant, 2015:2; Langkilde, 2015:2). The average age for grooms to get married has increased from 31 years in 2009 to 33 years in 2013, and was 36 years in 2016. The average age for brides to get married has also increased from 25 years in 2009 to 29 years in 2013, and was 34 years in 2016 (StatsSA, 2016:16). Grooms are therefore generally five to six years older than their brides (Langkilde, 2015:2; Erasmus, 2016:1); and it is a norm for men to marry younger women, but there are exceptions. In 2013, approximately 24 000 (15%) grooms married older women in South Africa; while 8% of the grooms married brides their own age. Forty-four percent of bachelors tend to marry older divorced women (Grant, 2015:2).

Divorce rates, on the other hand, are increasing (Langkilde, 2015:2; Erasmus, 2016:1). According to Langkilde (2015:2), 48% of divorces were marriages that only lasted fewer than 10 years, and 80% of divorces were the end of their first marriage. Wives (50.6%) mostly initiate the divorce and are usually between the ages of 35 and 39, while the husband is between the age of 40 and 44 at the time of the divorce (Grant, 2015:2; Langkilde, 2015:2; Erasmus, 2013:1). Wives who initiate divorce tend to be mainly professional/semi-professional and have technical occupations, while husbands who initiate divorce are usually managers and administrators (Erasmus, 2016:1). However, in 2011, the divorce rate hit a low; but divorce rates increased again thereafter (Grant, 2015:2; Langkilde, 2015:2; Erasmus, 2016:1; Staff Writer, 2016:2). According to Hugh Raichlin, the reasons for the high divorce rates are often financial distresses between the couple (Staff Writer, 2016:2). Nowadays, women play a greater role in the economy, growing to be less financially dependent on their husbands. This also contributes to divorce when the wife feels she is getting an unfortunate deal (Erasmus, 2016:1). According to Langkilde (2015:2), 48% of divorces were marriages that only lasted 10 years and less, and 80% of these divorces were from first marriages (Grant, 2015:2; Langkilde, 2015:2; Erasmus, 2013:1).

2.5 THE BENEFITS OF WEDDING EVENTS/WEDDING INDUSTRY

The global wedding industry is estimated to be worth approximately \$300 billion annually (Staff Writer, 2016:1). Back in 2009, the United Nations World Tourism Organization (UNWTO)



forecasted that the annual growth rate for the events sector globally will be 3.9% per annum from 2008 to 2017 (Bristow, 2009:1); and the subsequent growth of this sector since becoming established can only be described as spectacular (Getz & Page, 2016:594). In South Africa too, the events sector, although young, is a dynamic sector with a high growth rate; and is therefore one of the leading countries in the development of event tourism (Tassiopoulos, 2010:4; Getz, 2008:403). Events are an important sector for the tourism industry and have numerous benefits. Special events, specifically, result in employment opportunities for individuals, generation of profits, building the image of a destination, adding to product offerings of a destination and addressing seasonality (Saayman & Saayman, 2006:212; Kruger, Saayman & Ellis, 2014:649).

Wedding events as part of the wedding industry also render various benefits. According to Del Chiappa and Fortezza (2013:413), who investigated the potential economic benefits of wedding tourism at the local level, state that weddings have the implication of numbers of people (the wedding couple, friends and family) travelling to and staying at the wedding destination, resulting in direct, indirect and induced economic benefits from wedding-related expenditure. This expenditure includes, for instance, accommodation and wedding-related services from local specialised businesses (Bertella, 2017:2; Del Chiappa & Fortezza, 2013:581; Adler & Chienm, 2004:124). In addition to this, wedding events as a form of tourism, whereby friends and relatives gather together for a particularly meaningful occasion, involve visitors/tourists who are less sensitive to possible economic crises than other forms of tourism (Olwig, 2002:205). Furthermore, wedding tourism involves some traditional tourism sectors, for example the hotel sector; and can be a rewarding market for hotel, food and beverage revenue (Adler & Chienm, 2004:125). However, hotels can still further develop this specific market segment, since most couples still prefer to hold weddings at more traditional venues, for example local churches.

Further potential benefits can also include non-economic benefits related to socio-cultural contributions at the local level (Getz, 2008:408). It can also be claimed that a strong bond is formed between the wedding couple and the location/destination of the wedding, resulting in positive word-of-mouth and increasing the chances of future events and revisits (Bertella, 2017:2; Knudsen & Waade, 2010:7; Tauer & Ryan, 2005:489).

2.6 CONCLUSION

In this chapter, it is evident that wedding events play an important role in the tourism event sector and entail many benefits, not only globally, but also in South Africa. The origin of



weddings has come a long way and many wedding/marriage traditions are still practised today. Wedding trends, whether based on traditions or not, constantly evolve. Traditions and trends are indicative of the needs and preferences of prospective wedding couples. The specific preferences related to the wedding venue and related services are therefore something that requires further investigating and will be addressed in Chapter 3.





CHAPTER 3: LITERATURE OVERVIEW OF CONSUMER BEHAVIOUR AND ATTRIBUTES CONTRIBUTING TO WEDDING VENUE SELECTION

*“Make your wedding dreams come true. If you want something specific, go for it. This is a once in a lifetime event and you need to make it yours.”
-Julie Ulrich*

3.1 INTRODUCTION:

The emotions of the couple lead them to plan a wedding and make the wedding memorable (Baron & Byrne, 1987:517). A wedding is the manifestation of a couple’s emotions, and therefore a type of consumer behaviour and the inner process of emotion about the product (Johnson & Mullen, 1990; Farzana & Ilayaraja, 2015:50). Now that a better understanding about the history, traditions and trends have been obtained in Chapter 2, a further investigation regarding the needs/preferences of prospective wedding couples, and more specifically the aspects/factors/attributes considered to be important in the selection of a wedding venue will be done in this chapter. Chapter 3 will therefore firstly provide a literature overview of marketing theory related to consumer- and buying behaviour and decision-making processes, with a special focus on the wedding industry and wedding/bridal consumers. This will be followed by a discussion of all the aspects/factors/attributes that can contribute to the selection of a wedding venue and wedding-related services.

3.2 THE MARKETING CONCEPT, CONSUMER BEHAVIOUR AND DECISION-MAKING

Marketing, according to Dowing (1971:7), is the process by which demand arises for economic products and services, and is then satisfied through the conception, promotion, exchange and physical distribution of the specific products and services. It is also a structure of business activities designed to price, place, promote and distribute products and services to present and future possible customers. A market for a specific product or service is the potential buyers, and the size of the market depends on the number of individuals who exhibit a mutual need or want as to what the product or service can offer (Kotler *et al.*, 1996:28). It is essential

to work with the market and know the customer, how they think and what they like, in order to develop and improve products and services that satisfy the customers' wants and needs (Kotler *et al.*, 1996:28; Mortimer *et al.*, 2009:11). To fulfil consumers' needs, marketers must provide value to customers based on their needs and preferences. It is therefore also crucial to understand their consumers' behaviour and decision-making processes (De Meyer-Heydenrych *et al.*, 2017:83). When consumer behaviour is understood, it can be effectively influenced by marketing activities (Kotler *et al.*, 1996:179; De Meyer-Heydenrych *et al.*, 2017:83).

3.2.1 CONSUMER BUYING BEHAVIOUR

Consumer behaviour is behaviour demonstrated by the customer when examining, purchasing, consuming, evaluating and disposing of products and/or services so that he/she can fulfil some wants and needs (Dowing, 1971:416; Hudson, 2008:40; Guan *et al.*, 2015:164; De Meyer-Heydenrych *et al.*, 2017:83). Consumer buying behaviour refers to the buying behaviour of customers, individuals and households that buy products and services for their personal consumption (Kotler *et al.*, 1996:180). All individuals and households who buy products and services for personal consumption are part of a consumer market; and the consumer market can differ in age, education level, income and taste, as well as the products and services they prefer to buy (Kotler *et al.*, 1996:179). Therefore, every individual is absolutely unique and if the consumer is understood, the consumer will respond to specific product features, prices and advertising appeals (Dowing, 1971:416; Kotler *et al.*, 1996:180). Marketers must therefore carefully evaluate consumer behaviour so that they can stay competitive (Kotler *et al.*, 1996:179; Hudson, 2008:40). A buyer's behaviour is never guideless, and behaviour that might seem unreasonable to the marketer is sensible to the consumer (Kotler *et al.*, 1996:179; De Meyer-Heydenrych *et al.*, 2017:83).

Kotler's model (1996:180) in Figure 3.1 below aims to explain buying behaviour in more detail. In essence, the model explains how marketing and other stimuli enter the buyers 'black box', which, in turn, triggers certain buyer responses (Kotler *et al.*, 1996:180). The marketing stimuli include the four P's (product, price, place and promotion) from the marketing mix. Other stimuli consist of major forces and events in the buyer's environment that can be economic, technical, political and cultural. When marketing and other stimuli enter the buyer's 'black box' (or processing centre), the stimuli then changes into the set of observable buyer responses such as a product choice, a brand choice, a dealer choice, purchase timing and purchase amount. What is especially essential for marketers, though, is to understand how these stimuli are converted into responses within this 'black box' of the buyer (Kotler *et al.*, 1996:180).

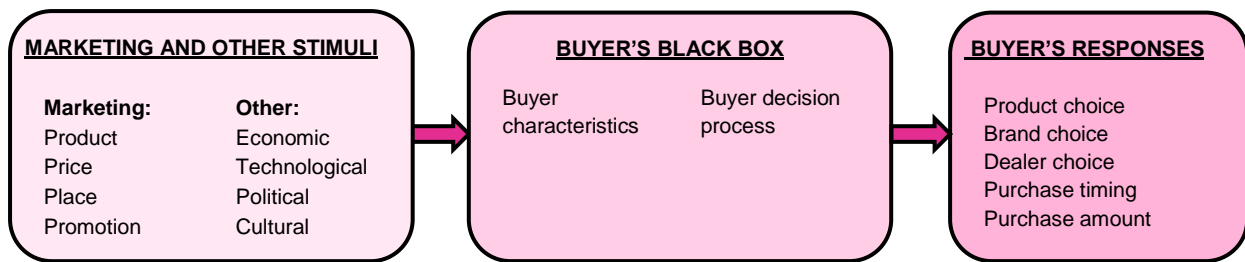


Figure 3.1: Model of buying behaviour

(Source: Kotler et al., 1996:180)

The buyer's black box consists of different personal characteristics (stimuli) and the decision process of the buyer. The buyer's characteristics strongly influence how he/she perceives and reacts to marketing and other stimuli, while the buyer's decision process affects outcomes (buyer's responses). Although these characteristics cannot be controlled by marketers, efforts must be made to understand it and take it into account (Kotler et al., 1996:180). These characteristics will be looked at in more depth, where after a discussion on the importance of the buyer's decision process in consumer behaviour will also follow.

3.2.2 BUYER CHARACTERISTICS

As mentioned before, buyers' characteristics differ. Hudson (2008:41) and Hudson and Hudson (2017:37) specifically identified seven different buyer characteristics that influence consumers' buying behaviour, namely the buyer's motivation, culture, age, gender, social class, lifestyle, and reference group. These are presented in Figure 3.2 below (Hudson, 2008:41; Hudson & Hudson, 2017:37), followed by a discussion of each characteristic.

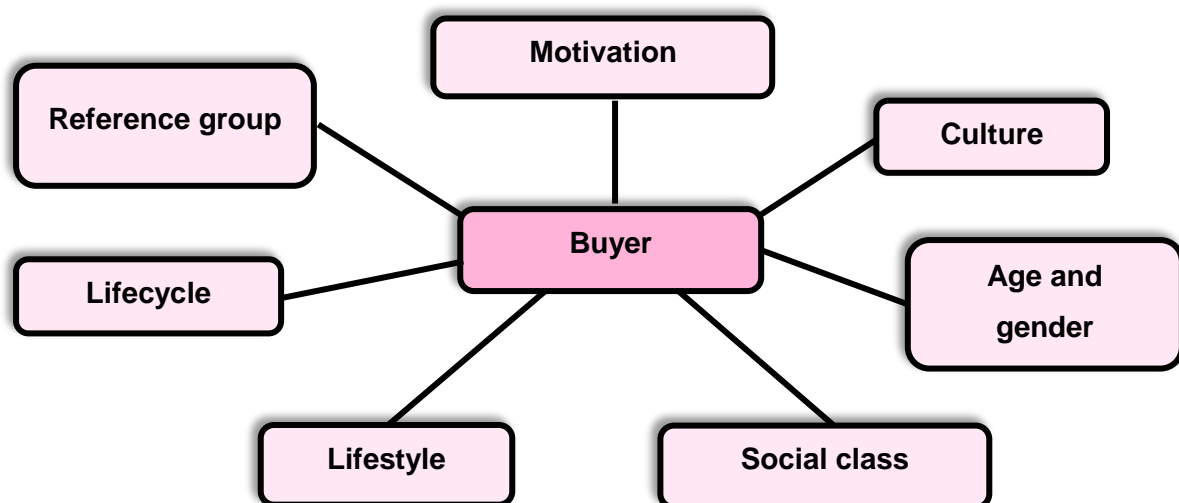


Figure 3.2 Factor influencing behaviour

(Source: Hudson, 2008:41; Hudson & Hudson, 2017:37)

3.2.2.1 Motivation

Motivation is an internal drive that causes individuals to take action towards filling their needs; an individual has many needs at any given time, and a need becomes a motive (Kotler *et al.*, 1996:195; Hudson, 2008:41; De Meyer-Heydenrych *et al.*, 2017:98; Hudson & Hudson, 2017:37). Tension arises from unfulfilled needs; motivation is the process that follows to release unwanted tension. Motivation can be positive or negative (positive, pulling you towards something; negative, driving the consumer away from something) (De Meyer-Heydenrych *et al.*, 2017:98). Gaining competitive advantage/success through observing consumer motivations and understanding the important triggers that lead to a purchase is the most effective way (Hudson & Hudson, 2017:37). Most content theories of motivation are on the concept of needs; needs are seen as the force that stimulates motivated behaviour. In order to understand human motivation, it is essential to discover what kind of needs individuals have and how these needs can be fulfilled (Hudson, 2008:41; Hudson & Hudson, 2017:37).

Maslow too, suggested that human needs are arranged from the most persistent to the least persistent as depicted in Figure 3.3 below. These range from physiological needs and safety, to social needs, esteem and self-actualisation (Kotler *et al.*, 1996:196; Hudson, 2008:42; De Meyer-Heydenrych *et al.*, 2017:99; Hudson & Hudson, 2017:37).

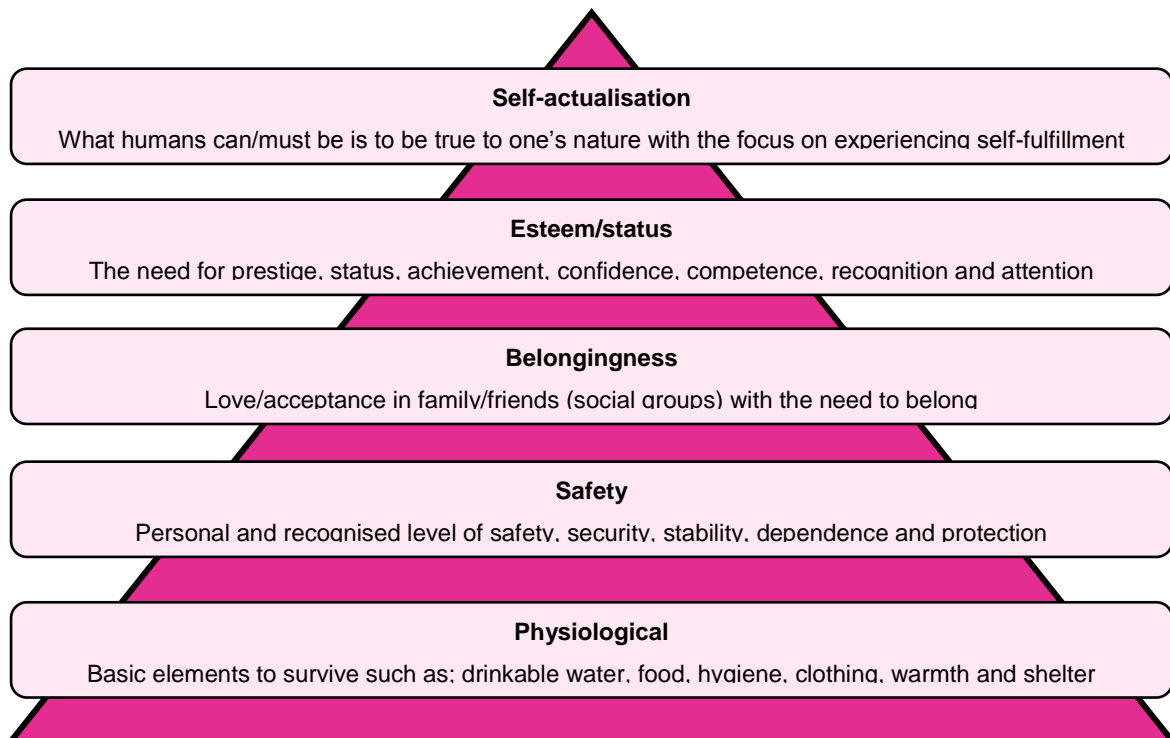


Figure 3.3: Maslow's hierarchy of needs

(Source: Adapted from Saayman, 2006:31; Hudson, 2008:42; Datta, 2013:65; Hudson & Hudson, 2017:38)

The individual will try and fulfil his/her most important need first, and after the first need is fulfilled, it is no longer a motivator, leaving the next most important need to be fulfilled (Kotler *et al.*, 1996:196; Hudson, 2008:42; Guan *et al.*, 2015:164; De Meyer-Heydenrych *et al.*, 2017:99; Hudson & Hudson, 2017:37). Self-actualisation is the level that individuals often attempt to accomplish (Hudson, 2008:43; Guan *et al.*, 2015:164; De Meyer-Heydenrych *et al.*, 2017:99). Maslow's hierarchy associated with attempts to explain motivation, while Dann argued there are only two factors manipulating the decision to travel, namely the push and pull factors. The push factors are the different reasons why an individual wants to travel, and the pull factors are the different reasons that affect where to an individual wants to travel (Hudson, 2008:43; Hudson & Hudson, 2017:37). Factors such as learning, perception, and beliefs and attitudes influence the motivation and purchase behaviour (Kotler *et al.*, 1996:196-200; Hudson, 2008:43; Hudson & Hudson, 2017:37).

3.2.2.2 Culture

The definition of culture includes the beliefs, norms, values, perceptions, behaviours, wants and rituals that are unique to each individual (Kotler *et al.*, 1996:181; Hudson, 2008:46; De Meyer-Heydenrych *et al.*, 2017:106; Hudson & Hudson, 2017:39). Culture is expressed through physical items, namely buildings, food, art and clothing; and culture determines how individuals travel, how they eat, where they travel and where they stay; therefore, culture is dynamic and adapting to the environment (Kotler *et al.*, 1996:181; Hudson, 2008:46; De Meyer-Heydenrych *et al.*, 2017:107). Most individuals pursue satisfying their needs in a way that fits into societal norms (Hudson, 2008:46; Hudson & Hudson, 2017:39). Cultural aspects range from the deepest and broadest influence on customers' behaviour because it is the most basic determining factor of an individual's wants and behaviour (Kotler *et al.*, 1996:181). Marketers should be aware that culture has affected marketing extensively and the consumers' need for education about other cultures has an effect on tourism (De Meyer-Heydenrych *et al.*, 2017:107).

3.2.2.3 Age and gender

The third factor, age and gender, seen in Figure 3.2, is a significant factor that is frequently unnoticed by marketers, due to a wide variance in age among individuals who purchase the product/service and who determine the marketing strategies (Kotler *et al.*, 1996:186). Traditionally, a method of segmenting a market is by age (Hudson, 2008:47; Hudson & Hudson, 2017:39). Gender, in some societies, can affect the consumers' behaviour in terms of expectations of the roles men and women should play. Segmenting a market through

gender has long been used in the marketing of hairdressing, clothes, magazines and cosmetics (Hudson, 2008:47; Hudson & Hudson, 2017:39).

3.2.2.4 *Social class*

Nearly every society has an arrangement of social class; it is an essential external factor influencing consumer behaviour, as illustrated in Figure 3.2 (Kotler *et al.*, 1996:183; Hudson, 2008:47; Hudson & Hudson, 2017:41). Social class is the position that individuals inhabit within society; and the position is determined through elements such as income, education, wealth, family prestige, occupation, neighbourhood and value of home (Kotler *et al.*, 1996:183; Hudson, 2008:47; Hudson & Hudson, 2017:41). These social classes are a quite permanent and systematic division in a society whose associates share similar interests, values and behaviours (buying behaviour); therefore, marketers find social class essential. Brand preferences and distinct products in food, leisure activities and travel are shown in different social classes (Kotler *et al.*, 1996:183-185; Hudson, 2008:48).

3.2.2.5 *Lifestyle*

Individuals with a similar subculture, occupation and social class can have different lifestyles; lifestyles examine how individuals spend time, money and energy (Kotler *et al.*, 1996:190; Hudson, 2008:49; Hudson & Hudson, 2017:42). Marketers segment their markets by the lifestyle of their consumers; they summarise the individual's pattern of acting and interacting in the world; these lifestyle analyses exclude the demographic traits of their consumers (Kotler *et al.*, 1996:190; Hudson, 2008:50; Hudson & Hudson, 2017:42). Therefore, the marketing researchers united the demographic and psychological variables into 'psychographics'. Psychographics examine the individuals' opinions, interests and activities (Hudson, 2008:50; Hudson & Hudson, 2017:42). The most popular categorisation in this area is known as the VALS (values and lifestyle) typology. The VALS divides the population into various lifestyle clusters, according to psychological factors that relate to a consumer's purchase behaviour. Eight clusters were distinguished from VALS. i.e. thinkers, innovators, achievers, experiencers, strivers, believers, survivors and makers (Kotler *et al.*, 1996:190; Hudson, 2008:50; Hudson & Hudson, 2017:42). Each individual of each cluster has different psychological profiles and maintains different lifestyles and the position of an individual in the VALS typology depends on the individual's main motivations, and resources include income, self-confidence, education, health, energy level, willingness to buy and other factors (Kotler *et al.*, 1996:190; Hudson, 2008:50; Hudson & Hudson, 2017:42). More effective strategies can be implemented and businesses can progress by implementing the VALS typologies (Hudson, 2008:50; Hudson & Hudson, 2017:42).

3.2.2.6 *Lifecycle*

Products and services that consumers buy through their lifetime change with the passing of time; stages individuals go through as they mature are based on the evidence that when individuals live together, their way of life changes (Kotler *et al.*, 1996:187; Hudson, 2008:50; Hudson & Hudson, 2017:42). Behaviour differs among singles and couples; the lifestyles of couples change when they become a family as well as their finances and other obligations. The behaviour of tourists also changes over a period of time, and therefore the consumers' behaviour needs to be observed when the lifecycle model is used to predict the behaviour of consumers (Hudson, 2008:50; Hudson & Hudson, 2017:42). In order to define target markets in lifecycle terms, marketers must develop appropriate marketing plans and improve products (Kotler *et al.*, 1996:187).

3.2.2.7 *Reference groups*

The distribution of values and expectations of others in a diversity of social reference groups (i.e. family, workplace, college or church) is also a technique of learning (De Meyer-Heydenrych *et al.*, 2017:108; Hudson, 2008:52; Hudson & Hudson, 2017:42). An individual's behaviour and attitude are influenced by numerous minor groups, which give individuals exposure to a normative set of values (i.e. how individuals should behave in society) (Kotler *et al.*, 1996:185; Hudson, 2008:52; Hudson & Hudson, 2017:42). Consumers can be influenced by reference groups in three ways, namely the consumer can be exposed to new lifestyles and behaviours, the consumer's attitudes and self-concept can be influenced, and pressure is formed to conform to affect an individual's product, vendor and brand selections. The essentialness of a group influence differs by product and brand (Kotler *et al.*, 1996:185).

3.2.3 THE BUYERS DECISION PROCESS

The decision-making process is essential to understanding consumers' behaviour. The consumers' purchase behaviour is generally predicted by their decision-making process (De Meyer-Heydenrych *et al.*, 2017:83). The decision-process can be a time-consuming process where the consumer consciously devotes time and effort in finding and associating options (De Meyer-Heydenrych *et al.*, 2017:83). However, it can also be a quick yet embedded process, without extensive preparation and deliberation (Kotler *et al.*, 1996:185; Hudson, 2008:52; De Meyer-Heydenrych *et al.*, 2017:84). Although all decision-making processes differ, consumers usually pass through five general decision-making stages with each purchase (Kotler *et al.*, 1996:185; Hudson, 2008:52; De Meyer-Heydenrych *et al.*, 2017:84). These five stages are presented in Figure 3.4 below.

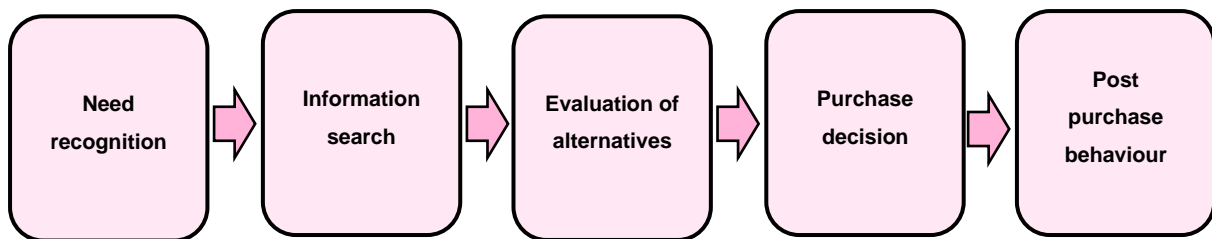


Figure 3.4: Buying decision process

(Source: Kotler *et al.*, 1996:202)

This buyer's decision process indicates that the process launches long before a purchase; and finishes long after a purchase. The first stage is the need recognition, followed by an information search. The evaluation of alternatives is then considered, where after a purchase decision is made; and lastly, post-purchase behaviour takes place (Kotler *et al.*, 1996:202; Hudson, 2008:56; Guan *et al.*, 2015:164; De Meyer-Heydenrych *et al.*, 2017:87). Each of these stages is discussed in more detail below.

3.2.3.1 Need recognition

The decision-making process starts when the consumer recognise he/she has an unfulfilled need; the consumer recognises a discrepancy between his/her actual state and desired state (i.e. actual state, the present state that the consumer is feeling or thinking; desired state, the way the consumer would rather be feeling or thinking). Consumers develop awareness of the desired need through triggers such as internal as well as external stimuli; marketers can also affect the need recognition (Kotler *et al.*, 1996:202; De Meyer-Heydenrych *et al.*, 2017:87). Therefore, marketers must research consumers to determine the stimuli that trigger the need recognition and lead them to purchase a particular product/service. With such research, marketers can fulfil the consumer's needs (Kotler *et al.*, 1996:202).

3.2.3.2 Information search

Searching for information, the consumers increase their awareness and knowledge, and therefore the information search will assist the consumer to select the best option to fulfil his/her need; the information search can be internal as well as external (Kotler *et al.*, 1996:203; De Meyer-Heydenrych *et al.*, 2017:88). Internal sources are the consumers' present knowledge and experience, and an external information search that is collected from commercial and non-commercial sources (i.e. commercial; sale consultants, websites and marketing messages, non-commercial; family, friends, colleague and social networks). The consumers' external information search will depend on perceived risk, present knowledge, previous experience and level of interest (De Meyer-Heydenrych *et al.*, 2017:88). Consumers regularly receive most information during their search through commercial sources, but the

most important source seems to be non-commercial sources. It is essential for marketers to gather information about competition in order to plan a different appeal (De Meyer-Heydenrych *et al.*, 2017:88).

3.2.3.3 *Evaluation of alternatives*

Considering the evaluations of information and alternatives that are available, several methods can be used, such as product characteristics and cut-off points. The products' characteristics are when the consumer determines which characteristics are most important to him/her (Kotler *et al.*, 1996:203; De Meyer-Heydenrych *et al.*, 2017:89). Cut-off points are when the consumer sets restrictions that are suitable for him/her (De Meyer-Heydenrych *et al.*, 2017:89). The evaluation of alternatives typically results in an evoked set/consideration set (i.e. a small amount of brands considered by the consumer before making his ultimate decision). After the evoked set/consideration is determined, the consumer progresses to the following stage, as illustrated in Figure 3.4 (De Meyer-Heydenrych *et al.*, 2017:89).

3.2.3.4 *Purchase decision*

Purchase intentions are developed, and in most cases, the consumer will buy the most favoured brand (Kotler *et al.*, 1996:204). Two factors can influence the consumers, i.e. purchase intention and the purchase decision; attitudes of other individuals and unforeseen situational factors, such as income, price and benefits. Unforeseen situations might arise when the consumer is about to act (Kotler *et al.*, 1996:204-5). The consumer decides whether to purchase the product/services and/or whether the product/service was satisfactory and then re-purchase. At any given point, a consumer can decide against the purchase, and therefore the marketers must be familiar with the point-of-purchase (De Meyer-Heydenrych *et al.*, 2017:90).

3.2.3.5 *Post-purchase behaviour*

A marketer's work does not end when the product/service is bought by the consumer (Kotler *et al.*, 1996:205). Therefore, often when a great quantity of cash was spent, the possibility exists that consumers might second-guess their purchase, also known as cognitive dissonance. Cognitive dissonance is the unpredictable thoughts, attitudes and beliefs felt by the consumer after making a decision or engaging in a certain behaviour. Therefore, one can say the consumer experiences a sensation of discomfort or anxiety when they second-guess their decision (De Meyer-Heydenrych *et al.*, 2017:91). The consumers' expectations and preferred product/service performance are essential; if the product/service meets the consumers' expectations, satisfaction will be felt; however, if the product/service falls short of



the consumers' expectations, dissatisfaction will be felt. Marketers can develop a better marketing programme if they understand the buying process and influences on the buying process; therefore, can help consumers to experience a positive feeling about their purchase (Kotler *et al.*, 1996:205; De Meyer-Heydenrych *et al.*, 2017:91).

3.3 CONSUMER BEHAVIOUR WITHIN THE CONTEXT OF WEDDING VENUE SELECTION

The meaning of weddings has changed over time, thereby leaving individuals to over spend generously on their weddings to ensure their wedding is a memorable event (Farzana & Ilayaraja, 2015:46; Johnston, 2006:199). The reception of traditional weddings has become the focus point of the entire wedding, causing the reception to account for a large portion of the wedding budget (Carter & Duncan, 2016:3; Adler & Chienm, 2004:118; Seebaluck *et al.*, 2015:202). The wedding reception follows after the wedding ceremony; and usually entails rituals and traditions, as well as a meal, music and some dancing. Wedding ceremonies and receptions are hosted at various venue types, including banqueting halls, dance halls, hotel ball rooms, churches, community halls and wedding venues (where the venue is specifically/exclusively for the purpose of hosting weddings) (Callaway, 20017:2).

The venue is undoubtedly a key element of a wedding event (Lau & Hui, 2010:269); and the selection of an ideal wedding venue and related facilities/services is usually based on different aspects/factors/attributes. These can include the reputation, location, accessibility, capacity, theme/style, ambiance and availability of the venue, the wedding package attractiveness and menu options, among many more (Van der Wagen, 2005:269; Lau & Hui, 2010:269; Viau, 2011:68-70; Olanga *et al.*, 2015:4). Therefore, the selection of an ideal wedding venue entails a significant decision-making process for the prospective wedding couple (Guan *et al.*, 2015:163).

In the tourism industry, the consumer's decision-process of events-related products and services is often similar, although not identical to other products/services (Hudson, 2008:56). The planning of a wedding event and particularly the decision-processes associated with selecting a wedding venue and related facilities/services are an extremely important process for both prospective wedding couples and family/friends (Guan *et al.*, 2015:163). In the buyer's decision process illustrated in Figure 3.4, the post-purchase behaviour phase affects the consumer's next future purchase of the same/similar item (Lau & Hui, 2010:274). However, in the case of purchasing the use of a wedding venue for a specific duration of time (venue hire), this phase works differently (Figure 3.5), since this type of purchase does not usually repeat

itself more than once. The decision-making cycle does not necessarily end, but the post-consumption experience, as displayed in Figure 3.5, rather changes into an external output. This external output interacts with the decision-making process of other prospective wedding couples in terms of reputation, popularity and recommendations/word-of-mouth (Lau & Hui, 2010:274). Lau and Hui (2010:274) further indicate in their research that the post-consumption experience may have an insignificant effect on the venue selection of other events planned by the exact couple, such as parties and anniversaries, but needs to be researched further.

On closer inspection of the decision-making model for wedding venue selection (Figure 3.5), the evaluation of venue alternatives is influenced by various venue-related attributes (service, atmosphere, price, food, availability, location and facilities). Further to this, environmental influences, namely extrinsic and intrinsic influences, also come into play in the selection of a wedding venue (Lau & Hui, 2010:270). Intrinsic influences represent personal preferences, first impressions, package attractiveness, influence of the sales person and the venue promotion. Extrinsic influences entail the reputation of the venue, other married couples' experience, recommendations from friends and relatives, preference of the family, popularity of the venue and auspicious/favourable date (Lau & Hui, 2010:270).

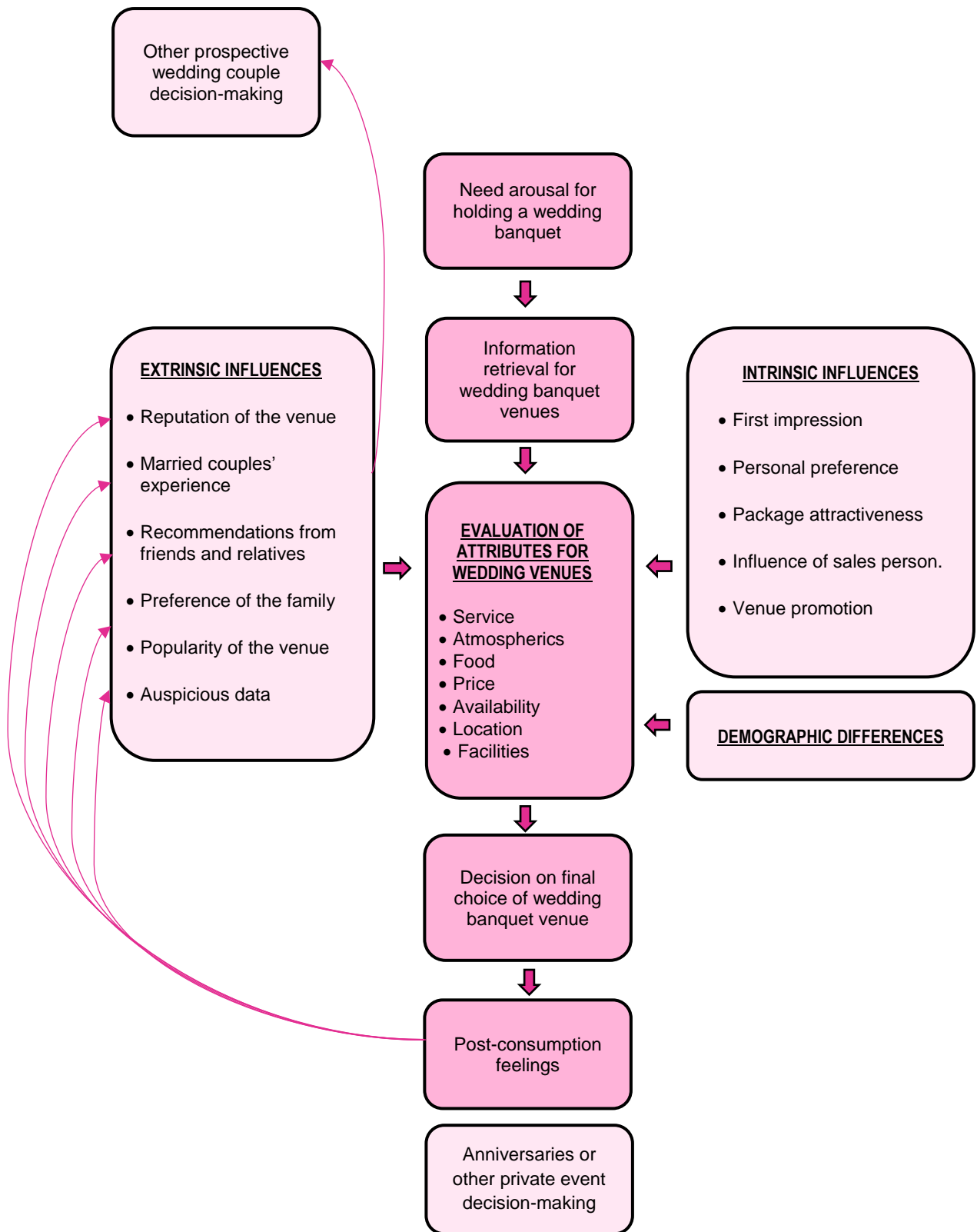


Figure 3.5: Proposed decision-making model for wedding banquet venue selection

(Source: Lau & Hui, 2010:275)

Industry, too, identifies aspects/factor/attributes that are important when selection a wedding venue. A popular wedding venue in South Africa, namely the Green Leaf Country Lodge and

Wedding Venue (2018:126), states that the wedding reception venue is the place where the life journey as husband and wife starts, and regards the decision of a suitable wedding reception venue as one of the most important decisions to be made by prospective wedding couples. They further identify seven important aspects/factor/attributes that should be considered when selecting a wedding venue. These are highlighted in the form of recommendations below:

- The venue should be personally visited since website photos can be misleading. A much better idea of the wedding reception venue's general layout, size of the hall, distance between the chapel and the reception area, the size of the dance floor etcetera can be attained this way.
- To ensure that the chapel and reception can accommodate the prospective wedding couple and their guests, a provisional guest list should be drawn up before visiting the wedding reception venue.
- It should be ensured that the wedding reception venue has accommodation available or has accommodation nearby.
- Accessibility for guests should be ensured. The location and accessing the location by means of GPS coordinates or road directions must be considered so that the prospective wedding couple's guests will find the wedding reception venue easily.
- The availability of a generator in the case of a power outage and sufficient security to ensure the safety of guests and their vehicles/possessions should be ensured.
- The ability of the wedding venue to implement a plan B should unforeseen weather conditions threaten an outside wedding is also advised.
- The prospective wedding couple should ensure clearly stipulated guidelines as to what is included and excluded from the available wedding packages. For example, a bedroom for the bride, does the wedding reception venue have available cutlery and crockery available and what types of services can be expected from the wedding reception venue staff during the wedding day; for instance, who would coordinate arrangements and unlock the wedding reception venue.
- Before signing any agreement with the wedding venue, all fine print and clauses regarding the cancellation policy of postponement of the wedding date must be read and understood. The quote must be fully comprehensive and free from any hidden costs.

Although various aspects/factors/attributes have been identified in the section above, many other aspects also exist. The next section of this chapter will therefore provide an in-depth literature review of all the important aspects/factor/attributes that influence the prospective wedding couple's selection of a wedding venue.

3.4 ASPECTS/FACTORS/ATTRIBUTES INFLUENCING THE SELECTION OF WEDDING VENUES AND RELATED FACILITIES/SERVICES

From the literature, forty-two (42) aspects/factors/attributes influencing prospective wedding couples' wedding venue selection were identified. These will be discussed in detail below.

3.4.1 The venue's reputation and status as a popular/renowned wedding venue

To have knowledge about what the consumers say about a venue is just as important as the information about the venue, i.e. location's square footage available, cost and amenities, because when the venue starts to have a bad reputation, it is hard to regain a good impression of the venue (Curran, 2013:2). Knowledge is power, according to Curran (2013:2), and knowing what customers have to say, good or bad, gives the venue managers the opportunity to grow and better themselves because it can influence the level of service. According to Curran (2013:2), there are five important elements that a consumer must keep in mind when visiting or evaluating a venue, such as impression, image, amenities, appeal and availability/accessibility.

3.4.2 The venue's ability to accommodate unique/'out of the ordinary' ideas for our wedding day

Prospective wedding couples want to incorporate their own unique ideas such as a theme into their wedding to make their wedding day memorable (Krishnan, 2008:70). According to Shone and Parry (2004:14), and De Witt (2006:66), the key element of every wedding is the wedding's uniqueness, which contributes to the service providers, timing, guests and different locations. A study done on Korean weddings showed outdoor wedding halls can create a level of uniqueness (Kim & Kim, 2013:15). Prospective wedding couples' weddings are as unique as their personality, and therefore a constant change in prospective wedding couples wedding styles is seen (Daly & Long, 2016:76). Prospective wedding couples prefer modern wedding venues instead of traditional wedding venues (Krishnan, 2008:25; Kim & Kim, 2013:14). The prospective wedding couple will remember their wedding day forever, and therefore the smallest and most unexpected detail will make their wedding day remarkable (Manor by the Lake, 2015:1). The results of "Key success factors for managing special events" indicated that it is essential for wedding venues to deliver unique products/services to distinguish between competition (De Witt, 2006:98); therefore, the demands (for the Korean wedding industry) have increased for unique wedding products/services (Kim & Kim, 2013:12).

3.4.3 The exterior appearance of the premises, i.e. buildings and landscaping

Appearances of buildings are important to their acceptance by the individuals who use them; individuals are more attracted towards something when it looks impressive (Chan, 2010:15). Tassiopoulos (2005:118) explained that the venue should be updated and emphasis should be placed on improving the site by enhancing the landscaping and the establishment of gardens and features. If a prospective wedding couple starts their exploration for their perfect reception venue, they tend to start searching the internet, and therefore the appearance of the reception venue is essential to the decision-making; the personalised impression is often most influential and therefore from a technical perspective, the beauty of a building may not appear to be as significant (Chan, 2010:14).

3.4.4 The cost/ affordability of the venue and related facilities/services

The budget is the cost to get the product and services at the wedding venue and it includes the rental of the venue, food price, beverage price, setting package and the equipment expenses (Guan *et al.*, 2015:165; Lau & Hui, 2010:269). The study “An analysis of the push and pull motives for choosing Mauritius as “the” wedding destination” illustrated that reasonable costs of a wedding venue were a major pull factor toward Mauritius (Seebaluck *et al.*, 2015:206). Therefore, the wedding venue’s cost is essential and must be compatible with the prospective wedding couple’s wedding budget (Yeoman *et al.*, 2004:20; De Witt, 2006:51). The wedding venue cost is usually determined from the number of guests who will attend the wedding reception (cost per head) (De Witt, 2006:107). In the case of a conference venue, three major aspects/factors/attributes were identified that played a role in organising a conference, such as the venue selection, time constraints and budget (Comas & Moscardo, 2005:127).

3.4.5 The availability of wedding packages deals with discounted rates

Many reception venues offer wedding packages that include the basic elements, because when planning a wedding, the prospective wedding couple wants to do it with ease with minimal restrictions; that is why most individuals prefer a reception venue that covers basic facilities such as catering, staffing, tableware and linens, while other venues offer much larger selections of extra facilities and support functions (Comas & Moscardo, 2005:129). Wells (2007:139) explained that some reception venues cover everything from your wedding cake to your music and then you have reception venues that only offer you the reception venue and you are required to hire professionals separately. When it comes to the planning of a wedding, most of the prospective wedding couples confessed that price was one of their biggest considerations when deciding between venues according to the event and accommodation

facilities provided, and therefore some of them choose a particular venue because of the discount option (Comas & Moscardo, 2005:130). Some wedding venues include some incentives such as free weekend breakaways as well as discounted prices for the wedding party because the discount is very important to the prospective wedding couple and for this reason eases the wedding planning for the prospective wedding couple (Goulding, 2003:1; Wells, 2007:138).

3.4.6 The seating capacity, layout and spaciousness of the venue

It is a good wedding reception venue when the location is beautiful, it is convenient for guests attending the event, and when the reception venue has all the basic amenities in place to accommodate the guests aseptically when it comes to available space (Callan & Hoyes, 2000:269; Wells, 2007:11). Size is one of the main aspects/factors/attributes that is considered to be important when one chooses a venue, because individuals need to sit down and eat at tables, dance on a dance floor and move around as they wish; this is why there should be eight square feet per guest to accommodate them comfortably (Comas & Moscardo, 2005:128; Wells, 2007:138). Lau and Hui (2010:269) stated that the capacity is directly influenced by the venues size and layout. Tassiopoulos (2010:309) identified seven aspects/factors/attributes that have an influence on capacity, namely what is the overall space available? How can individuals get there? How much of this area is viewing area? What are the means of escape in case of an emergency? When are the queuing times? How long does it take to evacuate the venue? And what does the historical data show of the venue? In the case of a conference venue, Comas and Moscardo (2005:128) explained that size was indeed a main aspect/factor/attribute when deciding on a venue, large enough to be comfortable, but not ridiculous in size.

3.4.7 Availability/ability to accommodate a dance floor

Entertainment, according to Saayman (2000:10), plays an essential part during a wedding, and therefore Wells (2007:14) states that it is important to have a separate assessable area available, for instance the hall for a bar, as well as a dance floor and/or live music where the entertainers and DJs can set up when arriving at the wedding reception venue. Various aspects such as a flowers, lighting and dance floor make a celebration spectacular, as a prelude to the wedding (Marx, 2014:104). The results of the study “Modern wedding industry in Egypt: the influence of key wedding venue attributes on newlywed couple satisfaction and future intention” revealed that the dance floor is a moderately important factor to prospective wedding couples (Mahmoud, 2015:258).

3.4.8 The privacy and tranquil atmosphere of the premises/venue

A prospective wedding couple visits various wedding venues in order to find the perfect atmosphere (Bertella, 2015:408). The result of “Creating marketing strategies for wedding business unit of Amari Atrium Hotel” indicates prospective wedding couples find the atmosphere essential at the reception venue, although a pleasant atmosphere and décor depend on the wedding couple (Suvagondha & Sapat, 2008:57-69). A unique atmosphere at the wedding venue can be created with an outdoor wedding, although an outdoor wedding is somewhat expensive (Kim & Kim, 2013:15). Various types of wedding venues with various designs and atmosphere exist, namely hotels, outdoor weddings and comprehensive wedding halls (Kim & Kim, 2013:15). The elegance and seriousness that are developed by the artefacts have a direct impact on the venue as well as on the wedding ceremony, stated Lau and Hui (2010:269). The ambiance and atmosphere play a very important role during a wedding, and therefore privacy is very important; if there is more than one wedding couple sharing the venue at the same day, it is very important to keep them separated (Golding, 2003:2; De Witt, 2006:87).

3.4.9 The location and accessibility of the venue

The location of the venue, according to Silvers (2012:61), includes the geographical location; country, province or area; many location aspects/factors/attributes contribute to the decision on a specific venue such as attractiveness, safety and nearby attractions available. The accessibility includes the transportation by air and ground, the proximity to nearest attraction and the surrounding environment (Silvers, 2012:61). Venues can be described, according to Young and Tyler (2008:52), in terms of their accessibility, defined as the ease, in the sense of both time and distance that one can visit the venue. The wedding venue should be near main transportation networks and other activities in order to be easily accessible within a short traveling time (Comas & Moscardo, 2005:128; Lau & Hui, 2010:269). Wells (2007:40) stated that one of the most important decisions a prospective wedding couple can make is deciding where the reception should be located to celebrate their wedding. Seebalkuck *et al.* (2015:203) stated that the prospective wedding couple’s decision on location will be influenced by the push and pull motives together with the aspects/factors/attributes of the wedding venue.

3.4.10 The provision of adequate signage and direction on and of the premises

It is important for a venue to have proper navigation system in place, such as signs and methods of demarcating at entrance and pathways, for new guests who enter the environment for the first time; this will minimise confusion and make the venue more welcoming (Tassiopoulos, 2005:117). For safety and quality assurance purposes, Tassiopoulos

(2010:303) explained the location of and directions to exits, toilets, repatriation areas, information points, first aid etcetera need to be well illustrated. A good sign, according to Strom (2016:1), must contain the following aspects/factors/attributes:

- Signage must be constructed out of appropriate materials such as metallic, plastic, timber or vinyl.
- Colour is a powerful tool in attracting the eye therefore colour should be used well.
- The eye will be attracted to a border around the sign in a contrasting colour such as black around a white background.
- The size and shape of signage must be in balance because size matters.
- The font as well as the text size should be simple, clean and large enough to be read from a distance with speed.
- There are certain symbols one can use that are easily recognisable anywhere in the world. It is essential to use these symbols to create an ideal and be understood.
- The design of a good custom sign should be simple and have eye-catching graphics; the logo or image should be unique, simple and should be readable from a distance.
- The sign should comply with legal and local bylaws, or the sign will be removed.

3.4.11 The availability of the venue on a specific date

The wedding date impacts every aspect of the wedding, and therefore the wedding arrangements should be placed on hold until the final wedding date is finalised (Lee, 2014:1). To the prospective wedding couple, the wedding date is an important aspect; the date is usually special to the prospective wedding couple, and therefore it is essential to firstly ask whether the venue is available on their specific date. According to Chacko and Fenich (2000:218), from the planners' perspective, factors such as the cost and availability of the venue are not as important as the quality that is provided by the venue. The prospective wedding couple should book their wedding at least 12 to 15 months in advance if it is within the prospective wedding couple's aim to have their wedding in the wedding season (October to April), according to Jackson (2014:1). It is important to have knowledge about other weddings taking place on the same date at the same location so that overlaps can be avoided through proper coordinated schedules (Wells, 2007:40).

3.4.12 The cancelation policy/penalties when booking the venue

To close a deal, the handshake commitment gesture is long gone because of personal influences, politics and differences between individuals (Allen, 2002:171). One of the most important clauses in a contract between two parties, according to Benson (2009:28), is the cancelation clause, what the responsibilities are when one party cancels on the other party

without a force majeure event or other permissible reasons. Although Benson (2009:28) confessed chances of cancelation are exceptional, he admits that cancelation clauses are critical, because when a cancelation does occur, damages owed to a venue can bankrupt an organisation and therefore making exploring the differences in meeting contract clauses and examining relative importance of specific contract clauses essential (Boo *et al.*, 2010:389).

3.4.13 The venue's ability to accommodate the theme/colour scheme of our wedding

Décor establishes the theme of the event, and décor includes props, backdrops, lighting, ballrooms, table centres and other event-specific décor (Tassiopoulos, 2010:307). Prospective wedding couples incorporate a theme into their wedding because they want a unique and unforgettable wedding (Krishnan, 2008:41). The theme of the wedding forms a structure for the ceremony, and therefore the theme is the basis of every activity that follows (Krishnan, 2008:2). The wedding market indicated that prospective wedding couples are more interested in the creativity of their wedding theme than before (Suvagondha & Soparat, 2008:53). The theme of the wedding should be creative and delightful, which should be compatible with the lifestyle and needs of the target audience (Suvagondha & Soparat, 2008:77).

3.4.14 The availability of a church/chapel facilities on the premises

The majority of today's prospective wedding couples want to get married in a church, synagogue, mosque or a place where they feel sacred (Delaubentels *et al.*, 2010:36). Most wedding venues offer an on-site ceremony, locations with indoor and outdoor facilities because some prospective wedding couples want their ceremony and reception in one place (Lau & Hui, 2010:269; Delaubentels *et al.*, 2010:36). The prospective wedding couple would rather prefer their ceremony at their church and the reception at a nearby venue (Lau & Hui, 2010:269; Delaubentels *et al.*, 2010:36). The wedding ceremony service is among different elements prospective wedding couples tend to find essential when deciding on a reception venue (Lau & Hui, 2010:269).

3.4.15 Availability of dressing room facilities for bride/groom/wedding entourage

The bridal suite is usually included in the wedding venue cost (Bodgas, 2011:5). It is important to have changing rooms available for the prospective bride on the premises to prepare herself for the wedding day as well as to change into the desired clothes when necessary; refreshments should be provided to the prospective bride in the changing room (Wells, 2007:11; Lau & Hui, 2010:269). A bridal suite offers some private, quiet area, an intimate wedding-prep area for the bride (Brodie Homestead, 2013:1). The bridal suit allows the bride some alone time with her bridesmaids; the bridal suit also provides a stress-free area away



from the chaos. The bridal suite allows some privacy, and therefore the bridal suit ensures separate accommodations for the prospective wedding couple, to ensure the prospective bride and groom will not cross paths (Brodie Homestead, 2013:2). The bridal suite also allows the photographer to stage styled photos of valuable detail of the prospective wedding couple's special day and with the bridal suite on the premises the photographer and videographer will not charge additional costs of visiting two locations (Bodgas, 2011:5; Brodie Homestead, 2013:2).

3.4.16 The availability of a honeymoon suit on the premises

The entrepreneurs and honeymooners of Pocona believe that the honeymoon suites' stage-set decor would help the wedding couple express their emotion and sexuality to each other (Lasansky & McLaren, 2004:208). A honeymoon suite is defined to be the room where the bride dresses and where the wedding couple stays overnight with a breakfast the following day (Rodgerson & Wolfaardt., 2015:2). Hotels are starting to cater for weddings; hotels seem to be very popular because accommodation for guests is available on-site as well as the availability of the honeymoon suite on the premises (Golding, 2003:5).

3.4.17 The availability of accommodation for wedding guests on the premises

Organisers consider accommodation possibilities for the wedding guests to be important because the wedding guests need to travel a few miles to get to the reception venue; accommodation facilities present on the reception venue premises deliver a good impression towards the wedding guests (Comas & Moscardo, 2005:129). Wedding planners tend to recommend different accommodation for different wedding guests; the difference in accommodation lies in the age and life-phase of the wedding guests, explained Bertella (2015:409). In the case of a conference venue, accommodation was important for non-local guests, because the accommodation facilities delivered an overall good impression as well as easy access to the conference venue (Comas & Moscardo, 2005:129).

3.4.18 A set-up service by the venue for the wedding service/reception

Usually, the costs to hire a wedding venue include: chairs, tables, linens such as napkins and table cloths, glassware, cutlery, crockery, barmen, waitrons, décor such as chair covers, chair tie backs and underlays, the chapel, bridal/honeymoon suite, set-up of venue, coordination on the wedding day, security and car guards, breakdown and cleaning afterwards (Rodgerson & Wolfaardt, 2015:2). At a small wedding, staff can be involved with different tasks such as set-up of the wedding venue, serving welcoming drinks for the wedding guests and assist the wedding guests as required (De Witt, 2006:67; Tum *et al.*, 2006:23). Lau and Hui (2010:269)

explained that the wedding package usually includes the wedding venue set-up costs. In the case of a conference/meeting, the set-up of conference/meeting rooms could make a difference in the conference/meeting (Craven & Golabowski, 2001:147; De Witt, 2006:107).

3.4.19 The service of an on-site/in-house wedding planner/coordinator

Prospective wedding couples nowadays search for a location with a venue that can handle all of their wedding arrangements (Seebalkuck *et al.*, 2015:202). Service that is provided on site will differ in quality from location to location, and therefore if the prospective wedding couple has a specific designer or caterer in mind, they should take action (Wells, 2007:140). When hiring additional services or equipment, the cost of the event increases and the prospective wedding couple needs to be organised (Callan & Hoyes, 2000:269). A wedding planner/coordinator is hired by the prospective wedding couple when they need support with identifying and selecting service providers for their vision and budget, and also when the prospective wedding couple does not have the necessary time to plan their perfect wedding day (Daniels & Loveless, 2007:7). Prospective wedding couples are demotivated to hire a wedding planner because social media helped with creative ideas, and they tend to plan their wedding themselves; therefore, this has left many wedding planners and vendors with fewer weddings to plan per year (Daly & Long, 2016:77). However, global trends indicate that wedding planners/coordinators are bound to be increasingly in demand (Daniels & Loveless, 2007:5). If the wedding planner is not dedicated or experienced, it could compromise the whole experience for the prospective wedding couple (Bertella, 2017:7). When it comes to off-premises venues, they usually require you to hire professionals and therefore it gives you greater control over the style and quality of the event (Wells, 2007:139; Adler & Chienm, 2004:120).

3.4.20 Regular and effective communication from wedding venue personal organisers

Clear communication between the wedding venue and prospective wedding couple is a key success factor in the smooth implementation of the wedding event (De Witt, 2006:76). Written communication through letters and contracts between the wedding venue and prospective wedding couple is also essential (Strainese & Strainese, 2003:276). Clear communication, clear responsibilities and working policies are a result of good control within the organising of an event (Tassiopoulos, 2010:301). When it comes to organising any event, communication is a critical issue; whether it is within the business or with the customer (Mellor & Veno, 2002:57). The communication between the staff and the management as well as the communication between the staff and customer should be excellent in order to deliver quality service (Shone & Parry, 2004:14).

3.4.21 Skilled, professional and capable staff (organisers, waiters, security staff, cleaner's)

An event needs to be managed; therefore, management should take priority to provide space and guidance from the beginning to the very end of the event (Mellon & Veno, 2002:5). It is very important for a wedding venue to hire the right team; a team that is passionate about their profession and will fit into the work environment (Coimbra, 2016:18). Silvers (2012:65) stated that excellent service can overcome many weaknesses of the facility, but poor service, on the other hand, can destroy a facility, and therefore the service level and the staff should be considered just as important as the physical property itself. The staff should deliver high-quality service, starting at the moment when the customer arrives, and therefore it is very important to have adequate staff consisting of the necessary skills to assist the guests and to carry out tasks during the event (Wells, 2007:40; Mellor & Veno, 2002:15).

3.4.22 The service of on-site make-up artists, hair stylists recommended/affiliated with the venue

A full wedding service can be categorised into three parts, i.e. service providers, coordinators and development of the script and managing the wedding ceremony. Coordinators include the florist, photographer, videographer and make-up artists (Suvagondha & Soparat, 2008:1). A 'one stop service wedding function' entails theme organiser, wedding presentation, photographer, music and make-up (Suvagondha & Soparat, 2008:23). The Amari Atrium Hotel aims to be a 'one stop service' for weddings, and therefore they have to provide all products/services the wedding couple may need to plan their wedding. The Amari Atrium Hotel must have various suppliers to fulfil the needed service (Suvagondha & Soparat, 2008:83).

3.4.23 The service of a photographer and/or videographer recommended/affiliated with the venue

Wedding business includes wedding retailers, wedding planners, caterers, decorators, venue hire, photographers and many others (Salim, 2013:12). Suppliers such as photographers are essential when a 'one stop service' (everything the prospective wedding couple needs to plan their wedding) is provided by the wedding venue to their consumers (prospective wedding couple). Prospective wedding couples find photography important because after the ceremony, all that is left as reminders are the memories captured digitally or on film (Daniels & Loveless, 2007:261). An average of ten percent of the wedding budget goes towards the photography. Wedding planners/coordinators guide the prospective wedding couple to rent the best photo/videographer they can afford, because the photos and videos can continuously bring them back to their wedding day (Daniels & Loveless, 2007:261).

3.4.24 On-site floral design and décor hire service recommended/affiliated with the venue

Flowers have a significant expense taking up to seven percent of the wedding budget. Flowers are such prominent features at the wedding ceremony and also highlight the mood and tone of the wedding (Daniels & Loveless, 2007:239). Flowers entail the bridal bouquet and corsages as well as the centrepieces (Daniels & Loveless, 2007:240-243). The beginning point for selecting flowers is usually at the bridal bouquet, season, colour, size, shape and scent should be kept in mind when selecting flowers (Daniels & Loveless, 2007:248). When selecting flowers, it is also essential to keep the colour of the wedding in mind; approximately seventy percent of brides prefer white, which is not only fresh, but also elegant and graceful (Daniels & Loveless, 2007:249).

3.4.25 The aesthetics of the premises and surroundings for photographic purposes

The results of the study “Wedding Satisfaction Modelling in Zimbabwe: Is Attending A Wedding Ceremony A Chance“ indicated that prospective brides find various factors such as the aesthetic value of the premises at the wedding venue more important than the prospective groom (Vutete *et al.*, 2015:92). The prospective wedding couple should keep in mind that the venue should have an aesthetic quality and that the prospective wedding couple should seek a venue with multiple locations for taking the photos while remembering that vista and architectural elements are a potential backdrop (Miller, 2005:7; Wells, 2007:39). Picturesque views of a breath-taking sunset, vast open fields and the country wedding venues to create one of a kind wedding celebration, according to Rogerson and Woolfaard (2015:3), are the ideal backdrop for photo opportunities.

3.4.26 Quality furniture, crockery, glassware linen provided by the venue

Tables, chairs, sideboards etcetera are considered to be part of the reception venue’s furniture, which are all needed to host an event, and therefore the literature states that it must be chosen according to the needs of the establishment (Lillicrap *et al.*, 2002:44). Linen is considered to be an expensive item, and therefore it is essential to control it (Lillicrap *et al.*, 2002:48). When it comes to glassware, crockery etcetera, it is important that it is of excellent quality because the crockery forms part of the general décor that is provided through the establishment; generally the establishment uses plated silver or stainless steel silver when it comes to flatware and cutlery to blend in with the décor on the table (Lillicrap *et al.*, 2002:50-54).

3.4.27 The overall maintenance, up-keep and cleanliness of the facilities/premises

Cleanliness is a very important requirement that contributes to the decision of selecting a venue because the overall maintenance of a venue is an important aspect/factor/attribute that contributes towards the overall image of a venue (Saayman, 2000:129). It is extremely important that bathroom facilities and changing rooms are well maintained (Bowdin *et al.*, 2001:229). The wedding venue's attraction relies on cleanliness, food quality, various menu options, availability, decoration/decor and the attitude of employees (Guan *et al.*, 2015:165). Therefore, the results of "Selection attributes of wedding banquet venues: An exploratory study of Hong Kong prospective wedding couples" and "Creating marketing strategies for wedding business unit of Amari Atrium Hotel" indicated that cleanliness is one of the most important requirements contributing to the perfect wedding venue selection (Suvagondha & Soparat, 2008:57; Lau & Hui, 2010:272). There should be a close relationship between the management and maintenance personnel in order to deliver the best management performance (Lee & Scott, 2009:6).

3.4.28 Well-maintained sufficient restroom facilities

In the case of a conference/meeting, the floor manager should carry out a final quality control, such as confirming that the restrooms are clean, tidy and in a working condition (Shone 1998:106; De Witt, 2006:114). Cleanliness and accessibility are essential for restrooms at any venue; restrooms for guests should be well-maintained, especially when it comes to the number of toilets (Bowdin *et al.*, 2001:229). There should also be enough litter bins throughout the venue for the guests to enable a clean and hygienic environment for themselves (Tassiopoulos, 2005:402). Bathrooms must be accessible for individuals with disabilities, the bathroom should be located away from food and beverages services, bathrooms should be weather protected and should be cleaned and re-stocked regularly (Brisbane City Council, 2018:1).

3.4.29 The availability of facilities for small children

It is a tricky decision whether to allow children at your wedding or not (Kane, 2012:1). It is difficult for young children to be quiet and to sit still for a long time period (Kane, 2012:2). Swarbrook (2002:167) mentioned that proper changing rooms with enough changing tables and quality waste disposal facilities for guests with babies are another important facility to accommodate in a venue. Various wedding venues will set aside a room for children (Easy Weddings Pty, 2018:3). When a prospective wedding couple searches for a wedding venue with the idea of small children at the wedding, they should keep in mind that the venue should be safe, there should be enough space for the children to run around, the wedding venue

should cater for small children's seating, the wedding venue should offer a kids' menu and there should be enough space at the wedding venue where the kids can sleep (Easy Weddings Pty, 2018:1-6).

3.4.30 Facilities that cater for the elderly or disabled

When it comes to elderly individuals with disabilities, it is the responsibility of the provider of such facility, amenities, services and buildings to have the appropriate consideration and therefore taking the necessary measures to answer in the needs of these individuals (Lin, 2011:29). It is beneficial to be a disabled-friendly venue, and therefore the number of consumer will increase when the venue is accessible for disabled individuals (Stehr, 2018:1). If the prospective wedding couple invites a guest with a disability, management should ensure that the facilities are accessible to those individuals and there should be enough space for those who operate a wheelchair or they should be assisted by someone (Wells, 2007:37; De Witt, 2006:52; Tassiopoulos, 2005:117).

3.4.31 The venue's ability to manage unforeseen/bad weather conditions

Although a rainy wedding day is considered to be good luck, high wind, lightning, rain and winter weather can entail trouble for the prospective wedding couple as well as for their guests (Foerster, 2017:1; Riverhouse, 2017:1). Weather conditions are an important aspect that is mostly overlooked by event planners (Foerster, 2017:1). Therefore, one should be prepared for the possibilities of bad weather conditions (Riverhouse, 2017:1). When a prospective wedding couple considers selecting a wedding venue, it is essential to understand the scope of what a venue offers, such as when bad weather conditions accrue (Good Housekeeping, 2018:3). There is never a certainty that the weather will play along on the wedding day, and therefore it is always very important to have a backup plan if it may rain or if strong winds may occur (Wells, 2007:59; Tassiopoulos, 2005:223).

3.4.32 Indoor temperature/climate control capabilities of the venue (heating, air-conditioning)

Warm weather can make guests uncomfortable, and therefore climate control keeps the guests comfortable in the venue (Event Rentals by Hicks, 2017:2). It is essential for venues that host events such as weddings to have control over the ambient temperature and humidity in the reception venue as well as to maintain the temperature at a reasonable level; ideally ventilation systems should be supplemented by sufficient air-conditioning for the comfort of the guests attending the event (Mellor & Veno, 2002:52). The availability of air-conditioning

and heating in a venue depends on the season the event takes place and the weather forecast for the day (Malouf, 2012:47).

3.4.33 Venue's ability to manage power failures/provide sufficient power supply (generator)

Power is a very important aspect/factor/attribute at a venue during an event, and therefore it is very important to know the capacity that the venue can handle during the maximum power outlet so that power failures can be avoided during the event (Tasssiopoulos, 2005:405). During larger events, an electrical technician should attend, in case additional power needs occur during the event (Shone & Parry, 2004:180). Tassiopoulos (2005:405) explained that it is important to pre-run the maximum power outlet to determine the total power supply needed and to prevent interrupted power supply. During a large event, Shone and Parry (2004:180) stated that an electrical technician should be available if additional power needs occur.

3.4.34 Availability of safe/security monitored parking facilities at the venue

When deciding about a venue, the prospective wedding couple should be assured that the facilities are safe and accessible, because parking is usually the first interaction between the customer and the event sight, and therefore the parking should be managed effectively (De Witt, 2006:34; Saayman, 2000:129; Tassiopoulos, 2010: 303). Safe and adequate parking facilities should be provided near the venue, which may include loading and unloading areas, emergency vehicle parking and parking for guests; these parking lots should be properly arranged and sharp colours should be used so that it could be easily be identified (Tassiopoulos, 2005:115; Mellor & Veno, 2002:14; Lin, 2011:83).

3.4.35 The venue's ability effectively manage safety, security and emergency situations

The health and safety of guests attending the event should be the most important aspect, and this involves a thorough inspection of all the facilities and recognising any problems that may occur (De Witt, 2006:87). Therefore, a safety control plan and a loss prevention plan need to be in place; this is a very important aspect/factor/attribute because whether it is a small get-together or an event, safety plays an essential part (Allen, 2002:199). The planning process must take into account all aspects of management that endure our legal duties such as risk management, official licenses and permission, insurance matters as well as general and specific health and safety issues (Shone & Parry, 2004:80).

3.4.36 The light/lighting (natural and/or power sourced) capabilities of the venue

Adequate lightning in a venue is essential for consumers or guests to enter, exit and move around the venue with safety (Tassiopoulos, 2010:304). Attractive and special effect lighting can turn an average venue into an exciting event, stated Tassiopoulos (2005:117). The main use of lightning is to create ambiance, mood or to add to the theme of the event (Daniels & Loveless, 2007:305; Tassiopoulos, 2010:306). The venue must be able to supply adequate lighting to enhance the guests' well-being; adequate lighting can have several benefits during the correct use such as reflecting well on the décor, to showcase the reception, to entertain and to create a particular atmosphere (Shone & Parry, 2004:179; Lin, 2011:72; Wells, 2007:23; Tassiopoulos, 2010:307). Therefore, when a prospective wedding couple decides between reception venues, the lightning of a reception venue has an influence on the decision they make (Callan & Hoyes, 2000:269).

3.4.37 Quality of food & beverage/catering service (food choices/options, menu planning, wine selection, special dietary requirements, bar facilities)

Whether people dine in style or enjoy a snack, eating and drinking are necessary, and therefore it might as well be made pleasurable (Silvers, 2012:1). Who, why, where, when and what must be fed are a simple guideline to assist with the catering plans (Silvers, 2012:1). The menu and food quality are important; the food quality includes the taste, freshness, presentation and a variety of options (Lau & Hui, 2010:269). Therefore, Silvers (2012:1) advises the prospective wedding couple to evaluate the catering company before the wedding day by means of either a taste testing or observing the catering company during preparation for a similar event. Two options are available to consider when deciding about the catering service for a wedding according to Shone and Parry (2004:80). Firstly, in-house catering is provided and practised by the banqueting departments of hotel-type venues. Some wedding venues offer the prospective wedding couple an all-in-one inclusive wedding package deal, including catering and the use of the wedding venue. This allows the prospective wedding couple to focus on one focal point during the planning of their wedding. In addition, using the venue's other facilities might increase the probability of a better offer on expenses. With the assurance of wedding specific events; the in-house catering service might limit the prospective wedding couple's preference in menu options. Secondly, a third party contracted caterer can be used. A great variety of preference menu options is available with the use of a third party contracted caterer for your wedding. Some wedding venues have specific policies regarding the use of a third party contracted caterer; an additional fee might be charged to encourage the prospective wedding couple to make use of the wedding venues kitchen facilities.

3.4.38 Wedding cake design and supply service offered by the venue

Primary considerations of a wedding cake include: icing, flavour, design and the size when the prospective wedding couple is searching for a wedding cake (Daniels & Loveless, 2007:166). In the case of a hotel wedding, packages entail accommodations, flowers, food & beverages, backdrops, wedding bouquets, wedding guestbook, photo stand, wedding cake and many more (Suvagondha & Soparat, 2008:2). The results of the study “Creating marketing strategies for wedding business unit of Amari Atrium Hotel” showed the wedding cake was the least important as part of the wedding ceremony (Suvagondha & Soparat, 2008:53). Prospective wedding couples tend to move away from a traditional wedding cake, to have a cake that serves as dessert (Krishnan, 2008:37).

3.4.39 Graphic design/printing service for wedding invitation, menu’s etc.

Stationery can double-up as decor at the wedding. Stationery is important to communicate important information with the invited guests (Hudson, 2018:1). Stationery utilised throughout a wedding includes save-the-dates, invitations, programmes, seating chart, table numbers, place names, favour tags, menus, signage and the thank you cards (Hudson, 2018:1). The stationery is essential in terms of presenting the wedding theme and it is the first element the guests see of the wedding (save the date) as well as the last element they see (thank you cards). Taking about three percent of the wedding budget, the stationery includes save the dates, invitation, programmes, seating, menus, announcements and thank-you notes (Daniels & Loveless, 2007:321-322).

3.4.40 The venue’s ability to provide celebrant/marriage officer services

The marriage officer will guide the prospective wedding couple through their most important day. Therefore, finding the right marriage officer is an essential part of the prospective wedding couple’s wedding (Weddings by Marius, 2018:6). The results of the study “Wedding Satisfaction Modelling in Zimbabwe” showed that the less tangible variables such as a marriage officer were generally dissatisfying (Vutete *et al.*, 2015:91).

3.4.41 Limousine, wedding car or carriage rental services by the venue

Renting a wedding car ensures a big entrance and a big finish to a wedding day. Every prospective wedding couple wants a magical and memorable wedding day, and therefore to add that special touch is to hire luxurious transportation (First car rental, 2015:1; Hippo, 2015:5). Prospective wedding couples deserve to drive in style on their wedding day (Hippo, 2015:5). Prospective wedding couples are willing to hire wedding service agencies, with various well-organised wedding services such as wedding planners, wedding dress rentals,

photography services, videography services, master of ceremony as well as car rentals (Guan *et al.*, 2015:170; Guan, 2014:44).

3.4.42 The venue's policy regarding noise/sound restriction and ending times

Sound systems that are provided through the venue must be able to meet the event's requirements, dependent on the event type, audience, location, whether it is for an indoor or outdoor event and the size of the venue if it is held indoors (Tassiopoulos, 2010:306). The noise restrictions are essential to understand; an acceptable sound restriction for a wedding is 90dB (decibels) (Edser, 2018:3; Shipway, 2018:2). Most of the wedding venue's sound restrictions are 80dB (decibels), (for instance; the difference between 80dB; the sound of a dishwasher and 90dB; the sound of a diesel truck 10 meters away) the difference between 80dB (decibels) and 90dB (decibels) is therefore the difference between a fabulous night and a not so fabulous night (Edser, 2018:3; Shipway, 2018:2).

3.4.43 Other socio-demographic and behavioural variables

Various demographic variables can influence the selection attributes contributing to wedding venue selection. Demographic variables include gender/sex, year born/age, education level/studies, personal income, region of residence and social and employment/occupation status (Lau & Hui, 2010:274; Chippa & Fortezza, 2013:39; Mahmoud, 2015:271).

3.5 CONCLUSION

The solid emotions between two individuals encourage them to plan a wedding, and therefore the wedding should be a memorable and special occasion (Farzana & Ilayaraja, 2015:50). Bertalla's (2015:397) view on weddings is seen to be a passage for the prospective wedding couple to enter a new chapter of their lives. Weddings in nearly every culture are a spectacular event that needs to be celebrated in a personal and memorable way (Breg, 2013:1). The venue is undoubtedly a key element of a wedding event (Lau & Hui, 2010:269); and the selection of an ideal wedding venue and related facilities/services is based on many different aspects/factors/attributes, as indicated in the literature. A summary of these aspects is presented in Table 3.1 below.



Table 3.1: Summative table of aspects/factors attributes that influence wedding venue selection

ASPECTS/FACTORS/ATTRIBUTES	SOURCES
The venue's reputation and status as a popular/renowned wedding venue.	Curran (2013)
The venue's ability to accommodate unique/'out of the ordinary' ideas for our wedding day.	Krishnan (2008), Shone and Parry (2004), De Witt (2006), Kim and Kim (2013), Daly and Long (2016), Manor by the Lake (2015)
The exterior appearance of the premises, i.e. buildings and landscaping.	Chan (2010), Tassiopoulos (2005)
The costs/affordability of the venue and related services.	Guan <i>et al.</i> , (2015), Lau and Hui (2010), Seebaluck (2015), Yeoman <i>et al.</i> , (2004), De Witt (2006), Comas and Moscardo (2005)
The availability of wedding packaged deals at discounted rates.	Comas and Moscardo (2005), Wells (2007), Goulding (2013)
The seating capacity, layout, and spaciousness of the venue.	Callan and Hoyes (2000), Wells (2007), Comas and Moscardo (2005), Tassiopoulos (2010)
Availability/ability to accommodate a dance floor.	Saayman (2000), Wells (2007), Marx (2014), Mahmoud (2015)
The privacy and tranquil atmosphere of the premises/venue.	Bertella (2015), Suvagondha and Sapatrat (2008), Kim (2010), Kim and Kim (2013), Lau and Hui (2010), Golding (2003), De Witt (2006)
The location and accessibility of the venue.	Silvers (2012), Young and Tyler (2008), Comas and Moscardo (2005), Lau and Hui (2010), Wells (2007), Seebalkuck <i>et al.</i> , (2015)
The provision of adequate signage and directions on and off the premises.	Tassiopoulos (2005), Tassiopoulos (2010), Strom (2016)
The availability of the venue for specific dates.	Lee (2014), Chacko and Fenich (2000), Jacson (2014), Wells (2007)
The cancelation policy/penalties when booking the venue.	Allen (2002), Feiertag (1998), Benson (2009), Boo <i>et al.</i> , (2010)
The venue's ability to accommodate the theme/colour-scheme of our wedding.	Tassiopoulos (2010), Krishnan (2008), Savagondha and Sapatrat (2008)
The availability of a church/chapel facility on the premises.	DeLaubentels <i>et al.</i> , (2010), Lau and Hui (2010)
Availability of dressing room facilities for bride/groom/wedding entourage.	Bodgas (2011), Wells (2007), Lau and Hui (2010), Brodie Homestead (2013)
The availability of a honeymoon suite on the premises.	Lasansky and McLaren (2004), Rodgerson & Wolfaardt, (2015), Golding (2003)
The availability of accommodation for wedding guests on the premises.	Comas and Moscardo (2005), Bertella (2005)
A set-up service by the venue for the wedding service/reception.	Rodgerson & Wolfaardt, (2015), De Witt (2006) Tum <i>et al.</i> , (2006), Lau and Hui (2010), Craven and Golabowski (2001)
The services of an on-site/in-house wedding planner/coordinator.	Seebalkuck <i>et al.</i> , (2015), Wells (2007), Callan and Hoyes (2000), Daniels and Loveless (2007), Daly and Long (2016), Bertella (2017), Howard and Chienm (2004)
Regular and effective communication from wedding venue personnel/organisers.	De Witt (2006), Strainese and Strainese (2003), Tassiopoulos (2010), Mellor and Veno (2002), Shone and Parry (2004)
Skilled, professional and capable staff (organisers, waiters, security staff, cleaners, etc.)	Mellor and Veno (2002), Coimbra (2016), Silvers (2012), Wells (2007)
The services of on-site make-up artists, hair stylists recommended/affiliated with the venue.	Suvagondha and Sapatrat, 2008
The services of a photographer and/or videographer recommended/affiliated with the venue.	Salim (2013), Daniels and Loveless (2007)
On-site floral design & décor hire services recommended/affiliated with the venue.	Daniels and Loveless (2007)

The aesthetics of the premises and surroundings for photographic purposes.	Vutete <i>et al.</i> , (2015), Miller (2005), Wells (2007), Rogerson and Woolfaard (2015)
Quality furniture, crockery, glassware, linen provided by the venue.	Lilicrap <i>et al.</i> , (2002)
The overall maintenance, up-keep and cleanliness of the facilities/premises.	Saayman (2000), Bowdin <i>et al.</i> , (2001), Guan <i>et al.</i> , (2015), Suvagondha and Soparat (2008), Lau and Hui (2010), Lee and Scott (2009)
Well-maintained, sufficient restroom facilities.	Shone 1998 De Witt (2006), Bowdin <i>et al.</i> , (2001), Tassiopoulos (2004), Brisbane City Council (2018)
The availability of facilities for small children.	Kane (2012), Swarbrook (2002), Easy Weddings Pty (2018)
Facilities that cater to the elderly or disabled.	Lin (2011), Stehr (2018), De Witt (2006), Tassiopoulos (2005)
The venue's ability to manage unforeseen/bad weather conditions.	Foerster (2017), Riverhouse (2017), Good Housekeeping (2018), Wells (2007), Tassiopoulos (2005)
Indoor temperature/climate control capabilities of the venue (heating, air-conditioning).	Event rentals by Hicks (2017), Mellor and Veno (2002), Malouf (2012)
Venue's ability to manage power failures/provide sufficient power supply (e.g. generators)	Strurken (1997), Tassiopoulos (2005), Shone and Parry (2013)
Availability of safe/security monitored parking facilities at the venue.	De Witt (2006), Saayman (2001), Tassiopoulos (2010), Tassiopoulos (2005), Mellor and Veno (2002)
The venue's ability to effectively manage safety, security & emergency situations.	De Wit (2006), Allen (2002), Shone and Parry (2013)
The light/lighting (natural and/or power sourced) capabilities of the venue.	De Witt (2006), Allen (2002), Shone and Parry (2013), Tassiopoulos (2010), Daniels and Loveless (2007), Lin (2011), Wells (2007), Callan and Hoyes (2000)
Quality of food & beverage/catering services (food choices/options, menu planning, wine selection, special dietary requirements, bar service).	Silvers (2012), Lau and Hui (2010), Shone and Parry (2013)
Wedding cake design and supply services offered by the venue.	Daniels and Loveless (2007), Suvagondha and Soparat (2008), Krishnan (2008)
Wedding cake design and supply services offered by the venue.	Hudson 2018 Daniels and Loveless 2007
The venue's ability to provide celebrant/marriage officer services.	Weddings by Marius (2018), Vutete <i>et al.</i> , (2015)
Limousine, wedding car or carriage rental services by the venue.	First car rental (2015), Hippo (2015), Guan <i>et al.</i> , (2015), Guan (2014)
The venue's policy regarding noise/sound restrictions and ending times.	Tassiopoulos (2010), Edser (2018), Shipway (2018)
Other socio-demographic/behavioural variables	Lau and Hui (2010), Chippa and Fortezza (2013), Mahmoud (2015)

These aspects/factors/attributes were incorporated into a questionnaire for prospective wedding couples in the Gauteng province of South Africa. This questionnaire was distributed among these prospective brides and grooms in order to gather the necessary information to complete the aim of the study, namely to determine the attributes contributing to wedding venue selection of prospective wedding couples in Gauteng, South Africa.



CHAPTER 4: EMPIRICAL ANALYSIS AND RESULTS

“A strong marriage requires two people who choose to love each other even on those days when they struggle to like each other.”
-Dave Willis

4.1 INTRODUCTION:

From the literature analysis in Chapter 3, different aspects/attributes that influence/contribute to the selection of wedding venues were identified and discussed. In this chapter, the importance of these attributes to prospective wedding couples in Gauteng when selecting an ideal wedding venue is measured. An overview of the empirical study will be explained again, where after the results from the empirical study will be reported. This will be done by means of descriptive statistics, whereby the socio-demographic and behavioural profile of prospective wedding couples will be provided; an exploratory factor analysis on the attributes that contribute to wedding venue selection; followed by ANOVAs and *t*-tests to determine possible statistically significant differences in the mean values of certain independent variables based on the key factors (dependent variables) derived from the factor analysis. This is done to gain an even more in-depth understanding of prospective wedding couples' behaviour in order to develop tailor-made wedding packages according to their specific needs and preferences.

4.2 EMPIRICAL STUDY

An overview of the empirical study is provided in the section below. A discussion is provided on the research design, development of the questionnaire, the sampling population and sample size, the sampling method and data analysis.

4.2.1 Research design

A quantitative research method approach was followed to arrive at the results of the study. Maree (2016:162) defined quantitative research as a process that is systematic and objective,

using numerical data that is from a selected sub-group of the specific population for the study. Burns and Bush (2014:146) explained that quantitative research is where questionnaires are completed by a large group of participants; it is also a numerical and formalised process that is followed. The research conducted for this study was primary data; primary data is fresh data collected specifically for the purpose of the study (Veal & Burton, 2014:32; De Meyer-Heydenrych, 2017:155). The quantitative research approach is an objective way to gather research in order to test hypotheses as well as to answer research questions. In order to determine the magnitude and frequency of relationships, the researcher should first relate to the variables (Maree *et al.* 2016:37). The research design consists of exploratory research; this research method is used to gain background information (Burns & Bush 2014:101). The quantitative research method can also be used in order to help researchers to measure constructs that involve numbers; participants can choose the best alternative decision that shows the researcher metrics (Burns & Bush, 2014:96; Veal & Burton, 2014:32).

4.2.2 Development of questionnaire

The information needed to complete this study was collected by means of a self-administered questionnaire. Self-administered questionnaires are when respondents complete the questionnaires without an interviewer present (Veal & Burton, 2014:242; De Meyer-Heydenrych, 2017:161). The self-administered questionnaires contained both open and closed questions; open questions have no structure, and these types of questions are questions where space is provided to provide a response by the respondent (prospective wedding couples in Gauteng). Closed questions are questions that have structure, and these types of questions have a list of responses and the respondent should choose the most accurate answer according to the respondent (Maree, 2016:180). The self-administered questionnaire consists of two different sections.

Section A of the questionnaire consists of two main sections, i.e. socio-demographic questions including the gender, age, education, profession and home province; as well as behavioural questions such as the number of guests to be invited to the wedding, the wedding budget, the province and suburb where the wedding will be held, as well as the time of year, the day of the week, and the time of day of the wedding.

For Section B of the questionnaire, an in-depth literature study was conducted to determine the most important attributes that contribute to wedding venue selection. There were 42 aspects/factors/attributes identified that could influence/contribute to prospective wedding couples' decision-making when selecting a wedding venue. These aspects/factors/attributes were placed in the self-administered questionnaire for respondents (prospective wedding

couples in Gauteng) to rate, according to a five-point Likert scale, the importance of each aspect when selecting a wedding venue. The five-point Likert scale of measurement ranged from; 1 – not important at all; 2 – not important; 3 – important; 4 – very important; 5 – extremely important.

4.2.3 Sample population

A research question is always related to an exact group of sampling components. The group that consists of all the sampling components related to the research question is named the population (Maree, 2016:164; De Meyer-Heydenrych, 2017:167). This study's populations were all the prospective wedding couples who visited The Jo'burg Wedding Expo in Johannesburg on 10 and 11 March 2018, as well as the prospective wedding couple respondents on social media platforms such as Facebook, in the Gauteng area (residents or location of the wedding).

4.2.4 Sample size

The sample is a subsection of the population that should be surveyed (all the individuals at the wedding expo as well as the prospective brides and grooms in the Gauteng area who completed the questionnaire) consisting of a prearranged amount, also called the sample size, of randomly selected individuals of the population (Veal & Burton, 2014:325; Maree, 2016:164; De Meyer-Heydenrych, 2017:168). The recommended sample size (S) for a population of 100 000 (N), is 384 (Cooper, 1995:207; Krejcie & Morgan, 1970:608). The average population during the Wedding Expo is around 15 000 (N), according to the Wedding Expo (2012:5), and therefore the recommended sample size (S), according to Krejcie and Morgan (1970:608), will be 375 questionnaires. Furthermore, in 2015, there were 37 180 marriages registered in Gauteng alone, according to Statistics South Africa (StatsSA, 2015:20). Therefore, for a population of 40 000 (N), the recommended sample size (S) is 380 questionnaires (Krejcie & Morgan, 1970:608). For the purpose of this study, a total of 380 questionnaires are therefore sufficient.

4.2.5 Sampling method

Within sampling, probability and non-probability sampling methods can be applied. The probability method is grounded on the values of randomness and probability theory; non-probability is not grounded on values of randomness. Probability samples satisfy the requirements for the use of the probability theory to correctly specify the population (Maree 2016:192; De Meyer-Heydenrych, 2017:168). The most effective sampling method for the research study is the non-probability method. The prospective wedding couple respondents were targeted from 10 to 11 March 2018 at *The Jo'burg Wedding Expo* with self-administrated

questionnaires. The prospective wedding couple respondents were selected randomly through the fieldworkers at different locations at The *Jo'burg Wedding Expo* premises. Questionnaires were distributed at the food courts, fashion shows and at different stalls during *The Jo'burg Wedding Expo*. The fieldworkers were properly trained for effective research; the questionnaire was thoroughly discussed and the purpose of the study was made clear. A brief explanation was given by the fieldworkers so that the prospective wedding couple respondents understood the purpose of the study in order for them to answer the questionnaires willingly and honestly. Furthermore, an online survey was structured (developed in *esurvey-creator*) and distributed among prospective wedding couples in the Gauteng area by means of social platforms such as Facebook. At the end of the last day at the *Jo'burg Wedding Expo*, the fieldworkers were able to collect 258 usable questionnaires, 276 prospective bride and groom respondents voluntarily completed the questionnaire, and only 258 were viable. A total of 139 useable questionnaires were completed through the online survey. The total sample size for the study is 397 prospective bride and groom respondents.

4.2.6 Data analysis

Data analysis is the process through which the collected data goes in order to gain a better understanding of the research question (Wagner *et al.*, 2012:269). Microsoft Excel was used to capture the data collected by means of the completed questionnaires. This was followed by the use of IBMSPSS 25 (2018) software to process and analyse the data. Firstly, a socio-demographic and behavioural profile of the prospective bride and groom respondents is provided by means of descriptive statistics (frequencies and mean values). Secondly, the results of the exploratory factor analysis regarding the attributes for wedding venue selection are reported. Lastly, the results of further statistical analyses by means of ANOVAs and *t*-tests are reported, whereby differences in the mean values of the factors derived from the factor analysis (dependent variables) are analysed with regard to specific independent variables.

4.3 RESULTS

The research results from the surveys conducted at The Jo'burg Wedding Expo 2018 and on the specified social media platforms (Facebook pages) are presented in this section by means of a profile of prospective brides and grooms; an exploratory factor analysis regarding the attributes contributing to wedding venue selection; followed by the results of the ANOVAs and *t*-tests.

4.4 PROFILE OF PROSPECTIVE BRIDES AND GROOMS

The profile of the prospective wedding couples is reported by means of descriptive data below. Descriptive data is to describe the data that was collected in simple detail (Wagner *et al.*, 2012:269; Veal & Burton, 2014:381; De Meyer-Heydenrych, 2017:170). This could either be

in a social or in a relationship situation (Wagner *et al.*, 2012:269). The descriptive data method can be useful when dealing with a large population group.

4.4.1 Gender

As shown in Figure 4.1 below, the majority of prospective bride and groom respondents (83%) in the Gauteng area were female, while 17% were male.

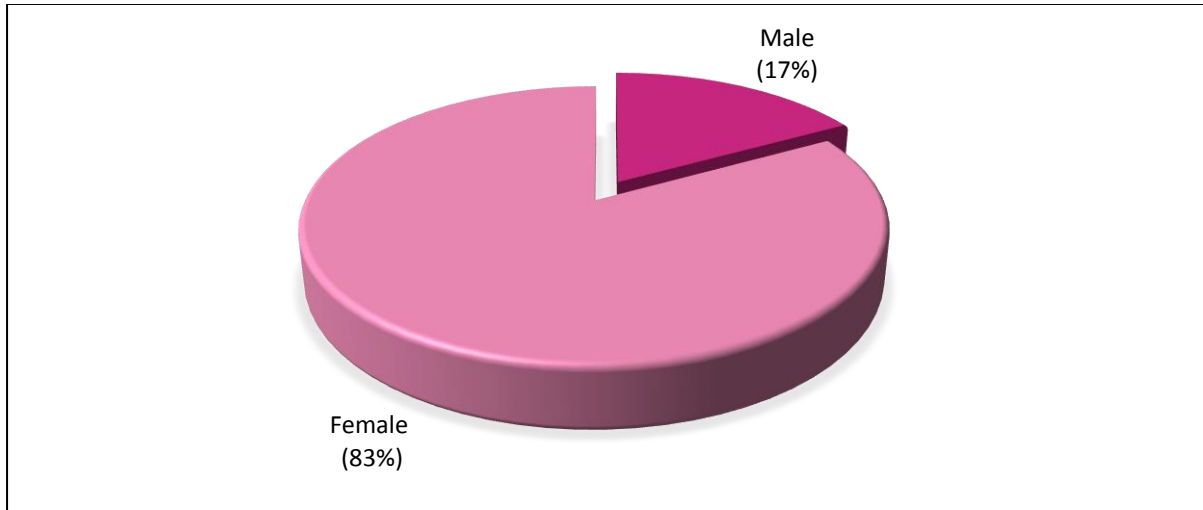


Figure 4.1: Gender

4.4.2 Age group

The ages of prospective brides and grooms in the Gauteng area were divided into four age categories. The largest category of the prospective bride and groom respondents in the Gauteng area (40%) was between the ages of 26 and 30 years, followed by thirty-eight percent (38%) for 25 years and younger. The average age of the prospective brides/grooms was 28 years (Figure 4.2).

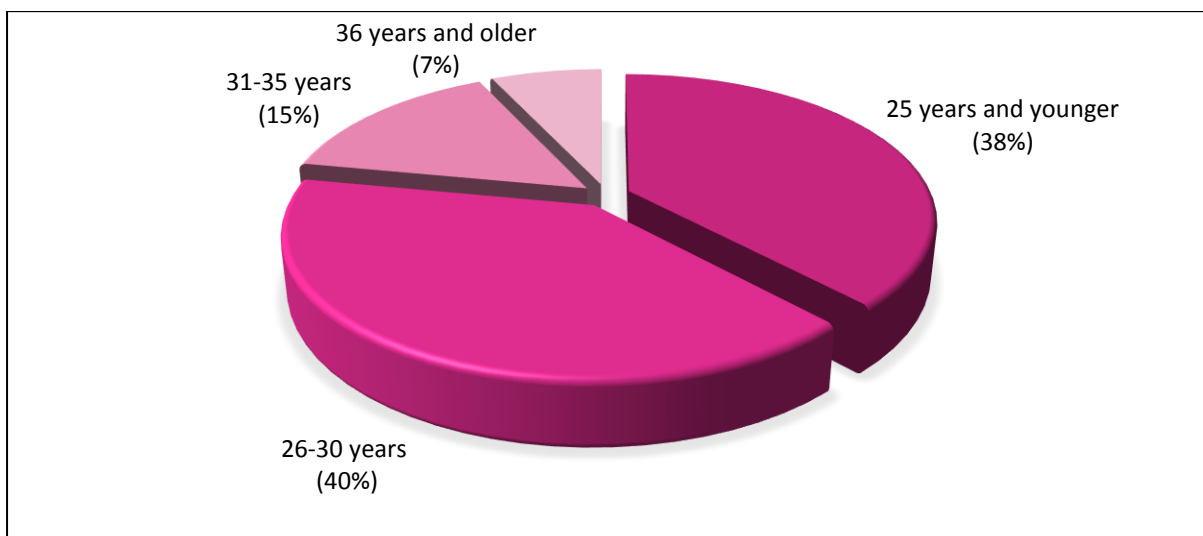


Figure 4.2: Age group

4.4.3 Prospective bride or groom

The prospective brides and grooms in the Gauteng area, as shown in Figure 4.3, showed a majority of respondents (86%) were brides, while only fourteen percent (14%) were grooms. The discrepancy between the seventeen percent (17%) males from Figure 4.1 and fourteen percent (14%) grooms from Figure 4.3 accounts for respondents from same-sex marriages.

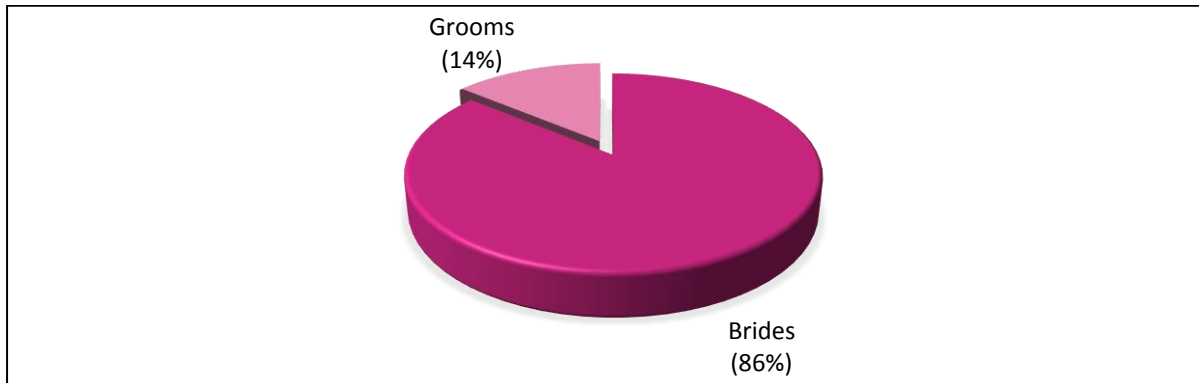


Figure 4.3: Prospective bride/groom

4.4.4 City/town of residence

Gauteng (Johannesburg, thirty-two percent (32%); Pretoria/Centurion, twenty-seven percent (27%); East Rand of Johannesburg, fifteen percent (15%); West Rand of Johannesburg, four percent (4%) and Southern of Gauteng, two percent (2%)) is the province where most of the prospective grooms and brides in the Gauteng area tend to reside (80%). The prospective bride and groom respondents who reside outside the RSA reside in either Windhoek or Zimbabwe. These brides/grooms are however planning to host their weddings in the Gauteng Province (Johannesburg, Pretoria/Centurion, East rand of Johannesburg and West rand of Johannesburg) (see Figure 4.4).

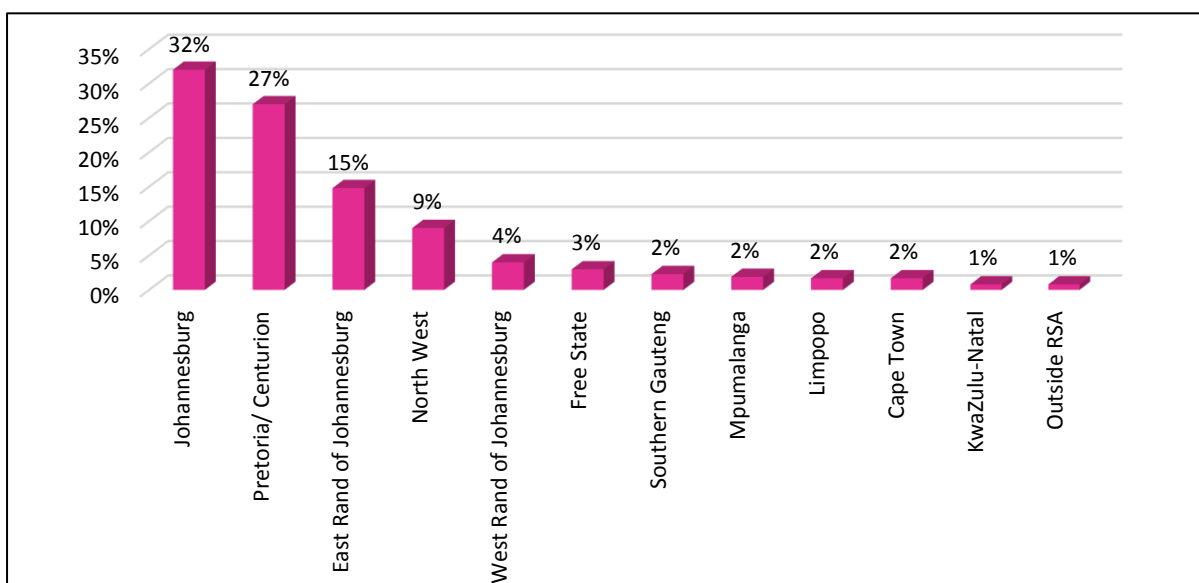


Figure 4.4: City/town of residence

4.4.5 Occupation

The largest group of the prospective bride and groom respondents in the Gauteng area indicated that they were part of auditing/bookkeeping/finance/legal (17%) and management/business/ consulting/logistics and operations occupations (17%), while thirteen percent (13%) were part of education. Other (6%) occupations include self-employment, photographer and unemployed individuals (see Figure 4.5).

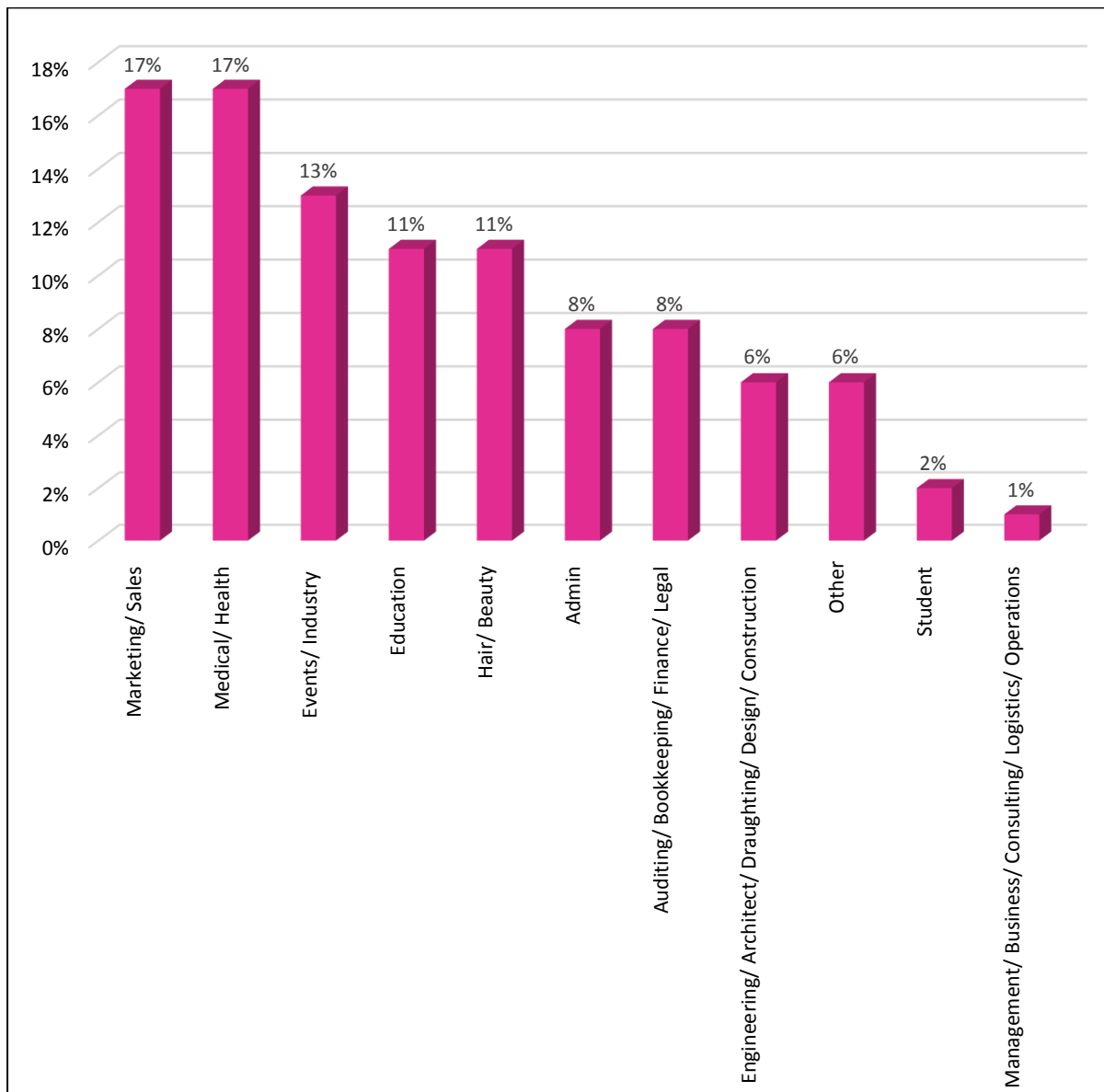


Figure 4.5: Occupation

4.4.6 Level of education

The level of education of prospective bride and groom respondents in the Gauteng area, as shown in Figure 4.6, was divided into five levels of education. The majority of respondents (82%) indicated that they had obtained a higher level of education, with thirty-three percent

(33%) who had obtained a degree, twenty-eight percent (28%) who had obtained a post-graduate qualification, nineteen percent (19%) who had obtained a diploma or certificate, and the other (2%), other levels of education, including honours degree, master’s degree, and doctorate.

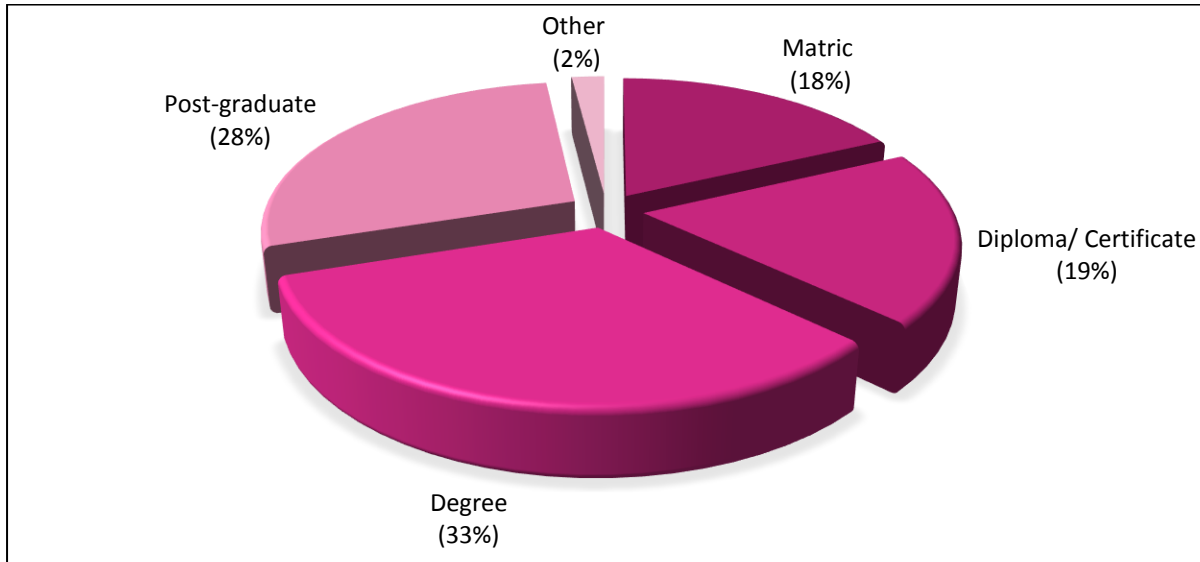


Figure 4.6: Education categories

4.4.7 Income categories

The categories of income of prospective bride and groom respondents in the Gauteng area Expo were divided into eight income categories. The largest category of respondents (18%) indicated that they earn between R240 001 and R360 000 per annum. This is followed by sixteen percent (16%) who earn either between R180 001 and R240 000 or R75 000 and under per annum, as shown in Figure 4.7.

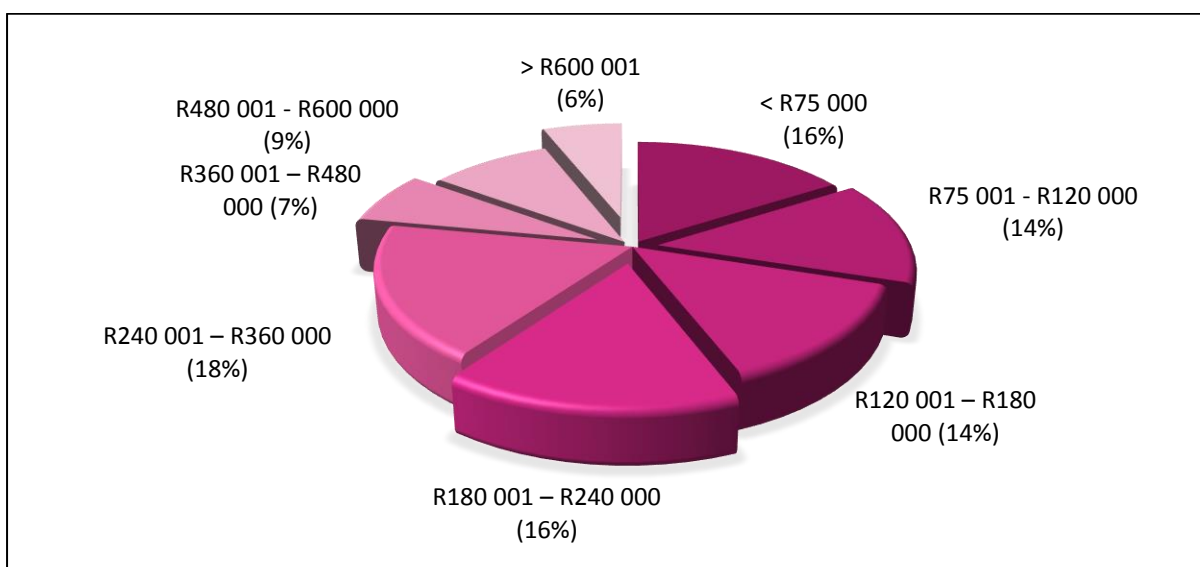


Figure 4.7: Income categories

4.4.8 The average wedding budget

When using the wedding budget during planning, the majority of the respondents in the Gauteng area indicated that an average of R35 988 goes towards the catering, an average of R26 192 goes towards the venue, chapel, dressing room/honeymoon suite and an average of R17 253 goes towards the wedding dress and accessories of the bride. The other category in Figure 4.8 represents the wedding contract/marriage certificate, attorney, wedding officiate/pastor/marriage offer/priest, tables and furniture to hire, vintage car, wedding rings and laser cutting, photo booth, honeymoon and plane tickets, and for unforeseen costs.

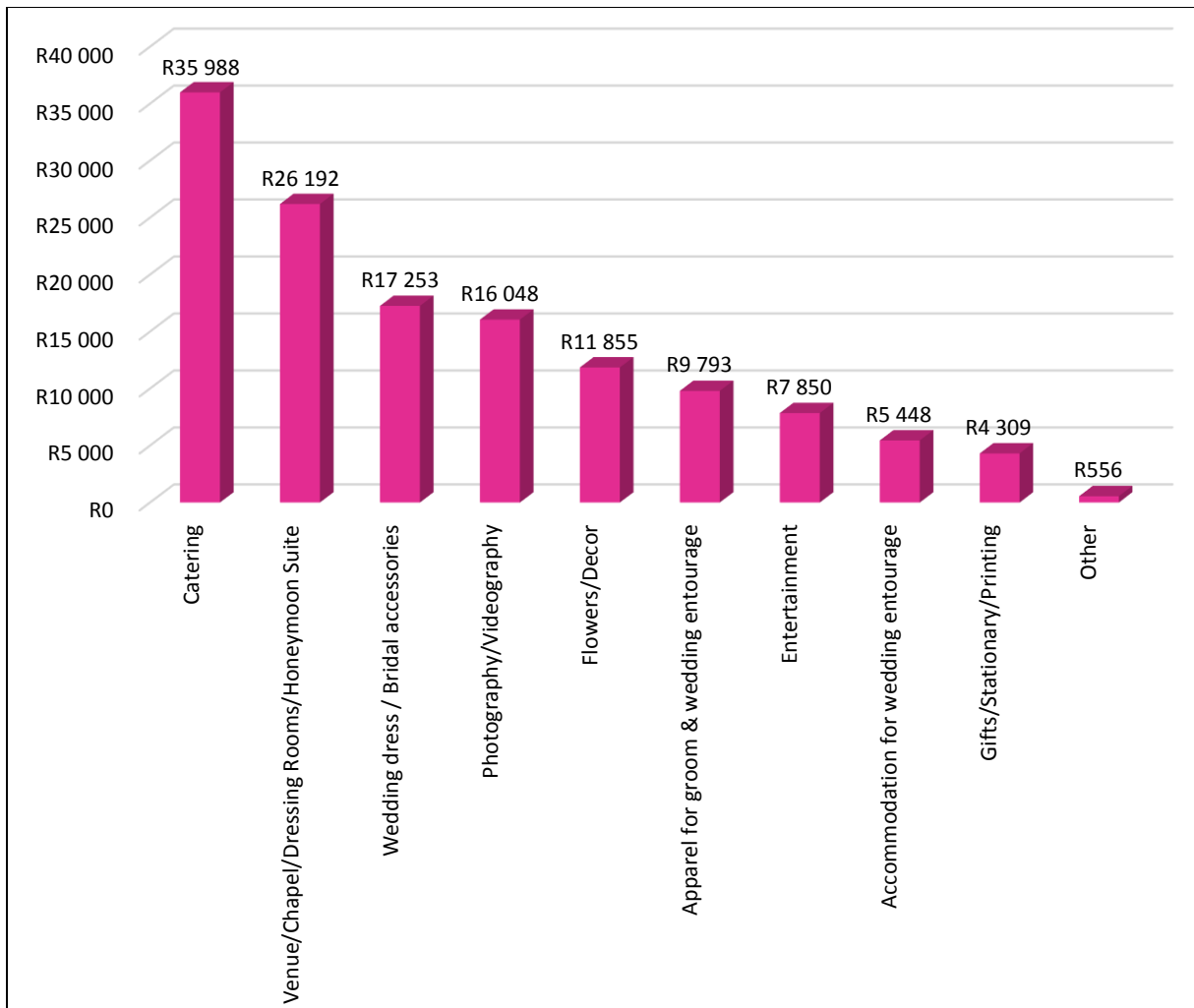


Figure 4.8: Average wedding budget

4.4.9 The percentage of accountability for the wedding costs

The prospective bride and groom respondents in the Gauteng area indicated that the following individuals are accountable for the wedding costs: prospective groom (30%), the prospective bride (27%), parents of the bride (24%), parents of the groom (18%) and other people (1%), who include maid of honour, grandparents, siblings, family members, and anonymous donations (see Figure 4.9).

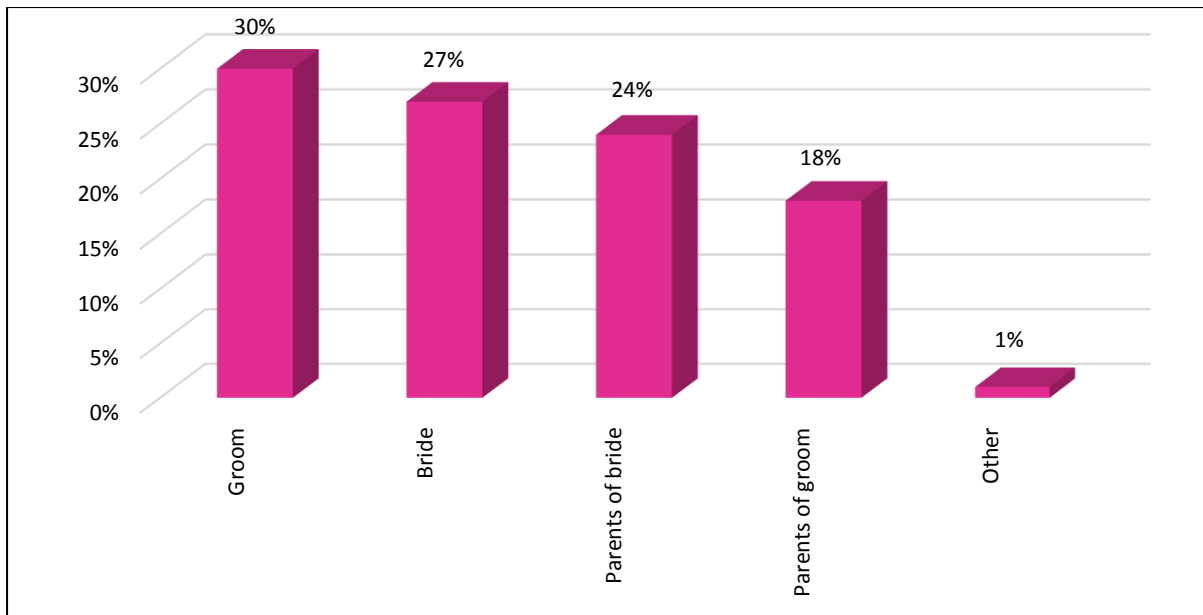


Figure 4.9: Percentage of accountability for wedding costs

4.4.10 Average for contributing to the wedding costs

The prospective bride and groom respondents in the Gauteng area indicated that an average of R71 108 is contributed to the wedding cost by the parents of the bride; the groom, on the other hand, contributes an average of R55 314, while the prospective bride contributes an average of R40 979 towards the wedding costs. The other category within Figure 4.10 includes the maid of honour, grandparents, siblings, family members, and anonymous donations. Although the average wedding budget (Figure 4.8) is indicated to be R135 292, Figure 4.10 does not accumulate to an average of R135 292, because the respondents have a variety of individuals who are accountable for the wedding cost.

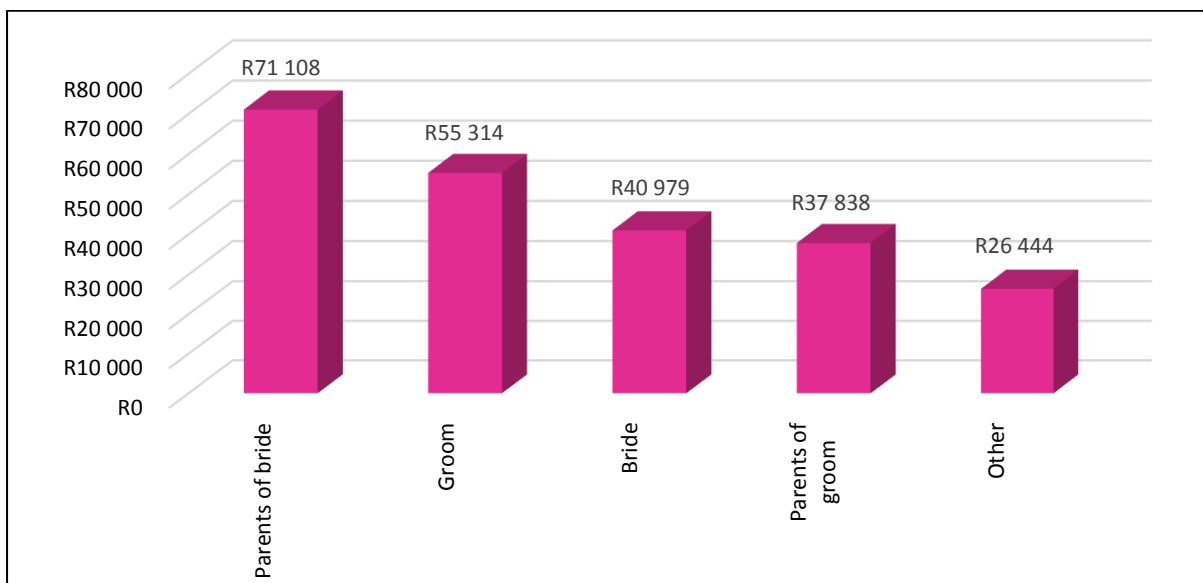


Figure 4.10: Average for contributing to the wedding cost

4.4.11 Wedding size

The majority (36%) of the prospective bride and groom respondents in the Gauteng area tend to have approximately 76 to 100 guests attending the wedding, and twenty-seven percent (27%) of the prospective brides and grooms tend to have fewer than 75 guests attending the wedding, as shown in Figure 4.11.

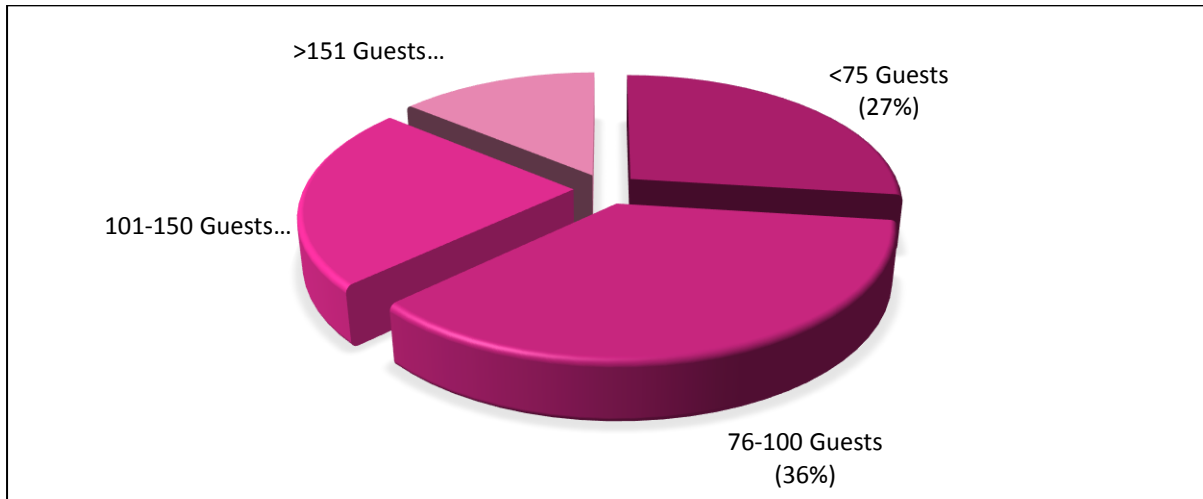


Figure 4.11: Wedding size

4.4.12 Location most likely to host a wedding

As seen in Figure 4.12, the most likely location to host a wedding, according to the prospective bride and groom respondents in the Gauteng area, is Gauteng (62%) (Pretoria/Centurion (33%), followed by Johannesburg (15%), West Rand of Johannesburg (9%), East Rand of Johannesburg (4%) and the Southern part of Gauteng (1%). Outside RSA borders include Australia, M.Sc. cruise boat, garden valley, London, Mauritius, west drift, Zambia, Zanzibar.

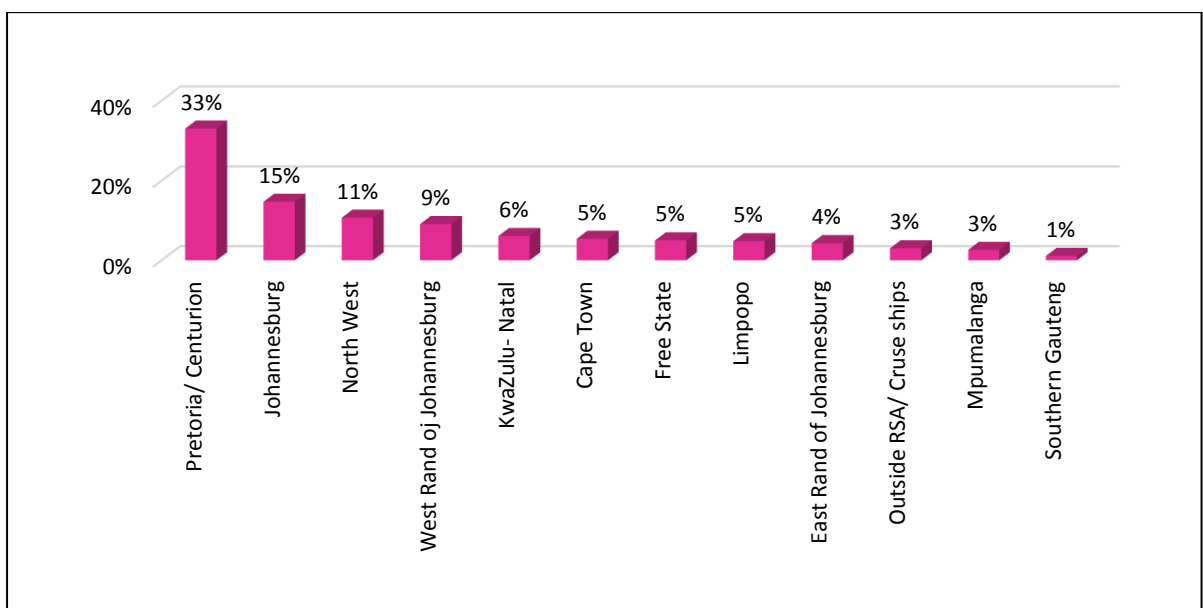


Figure 4.12: Location most likely to host a wedding

4.4.13 Time of day of the wedding

The prospective bride and groom respondents in the Gauteng areas, as shown in Figure 4.13, tend to have an afternoon-evening wedding (87%).

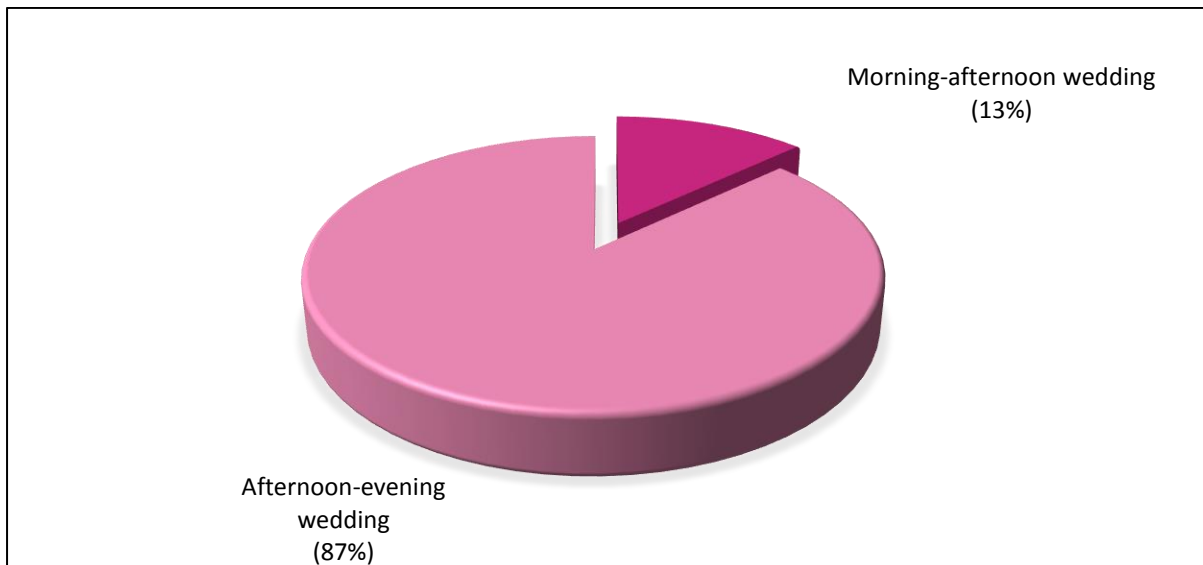


Figure 4.13: Time of day of the wedding

4.4.14 Time of week of the wedding

As shown in Figure 4.14, the prospective bride and groom respondents in the Gauteng area wish to have a wedding during the weekend (91%).

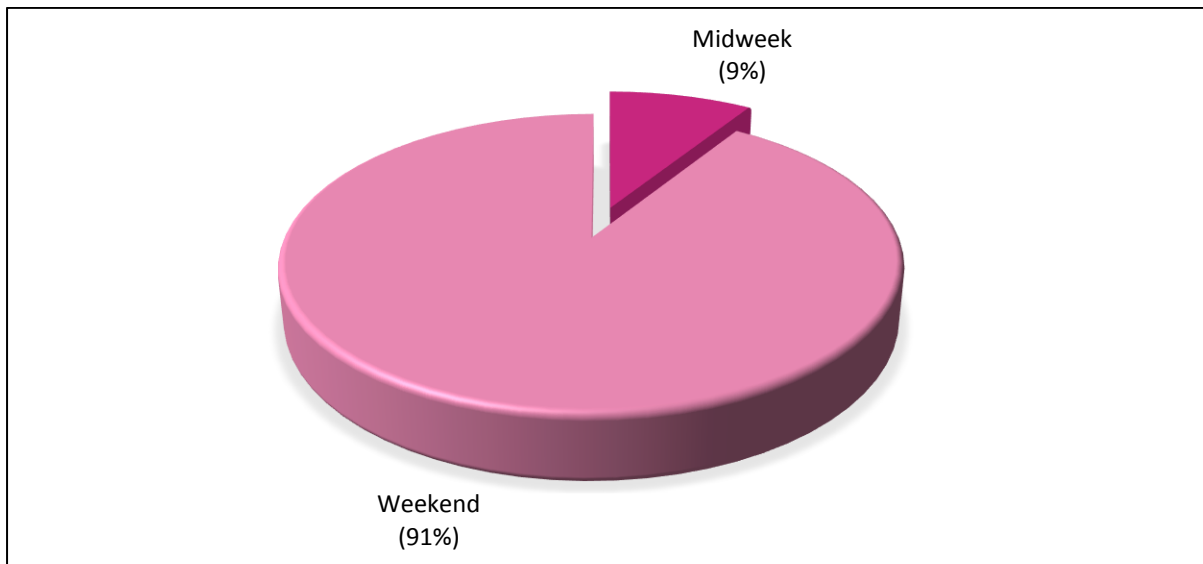


Figure 4.14: Time of week of the wedding

4.4.15 Month to most likely host a wedding

As shown in Figure 4.15, December (16%) and September (14%), followed by November (10%) and August (10%) tend to be the most popular months to host the prospective bride and groom respondents' weddings.

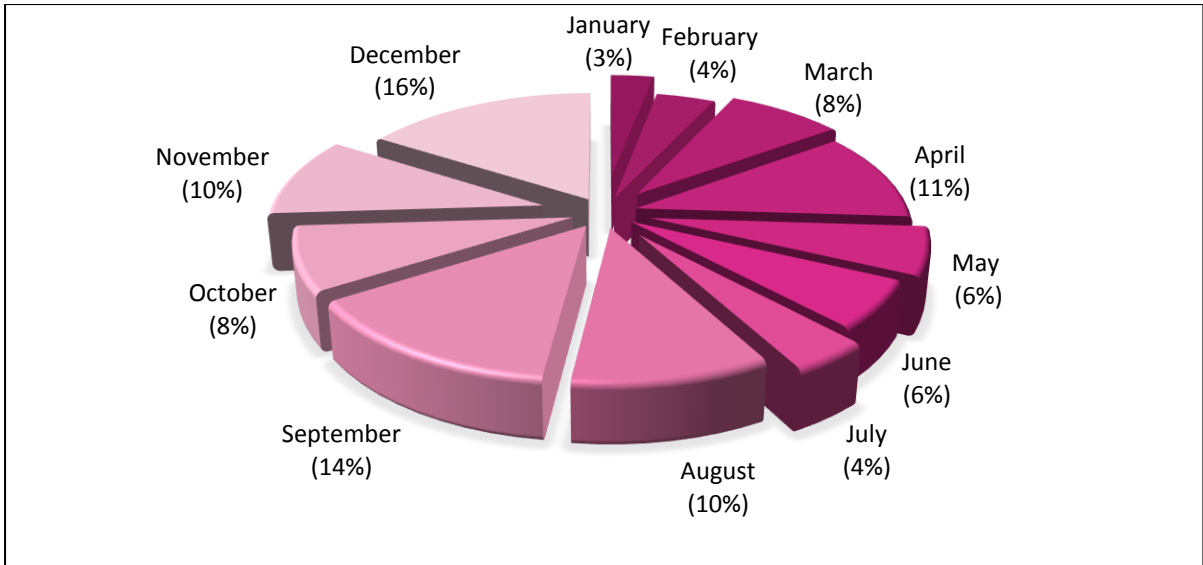


Figure 4.15: Month to most likely to host a wedding

4.4.16 Planning a wedding with a wedding planner

A majority of eighty-one percent (81%) of the prospective bride and groom respondents in the Gauteng area will not be using a wedding planner to help plan the wedding, as shown in Figure 4.16.

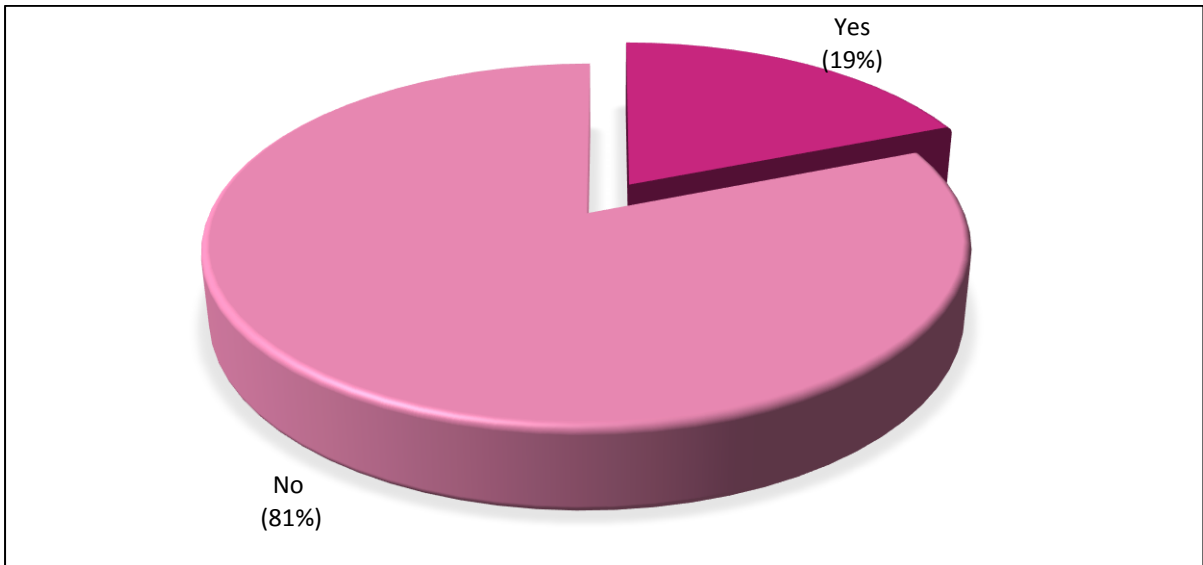


Figure 4.16: Planning a wedding with a wedding planner

4.4.17 The marketing media utilised in searching for a wedding venue

The most influential marketing media that were utilised in search of a wedding venue, according to the prospective bride and groom respondents in the Gauteng area, were internet searches and websites (24%), followed by Facebook/social media (20%), wedding expos (16%) as well as word-of-mouth (15%). Other marketing media (1%) that were utilised in search of a wedding venue include Pinterest, recommendations by venues, M.Sc. Cruise ships and previous knowledge about the wedding venue (see Figure 4.17).

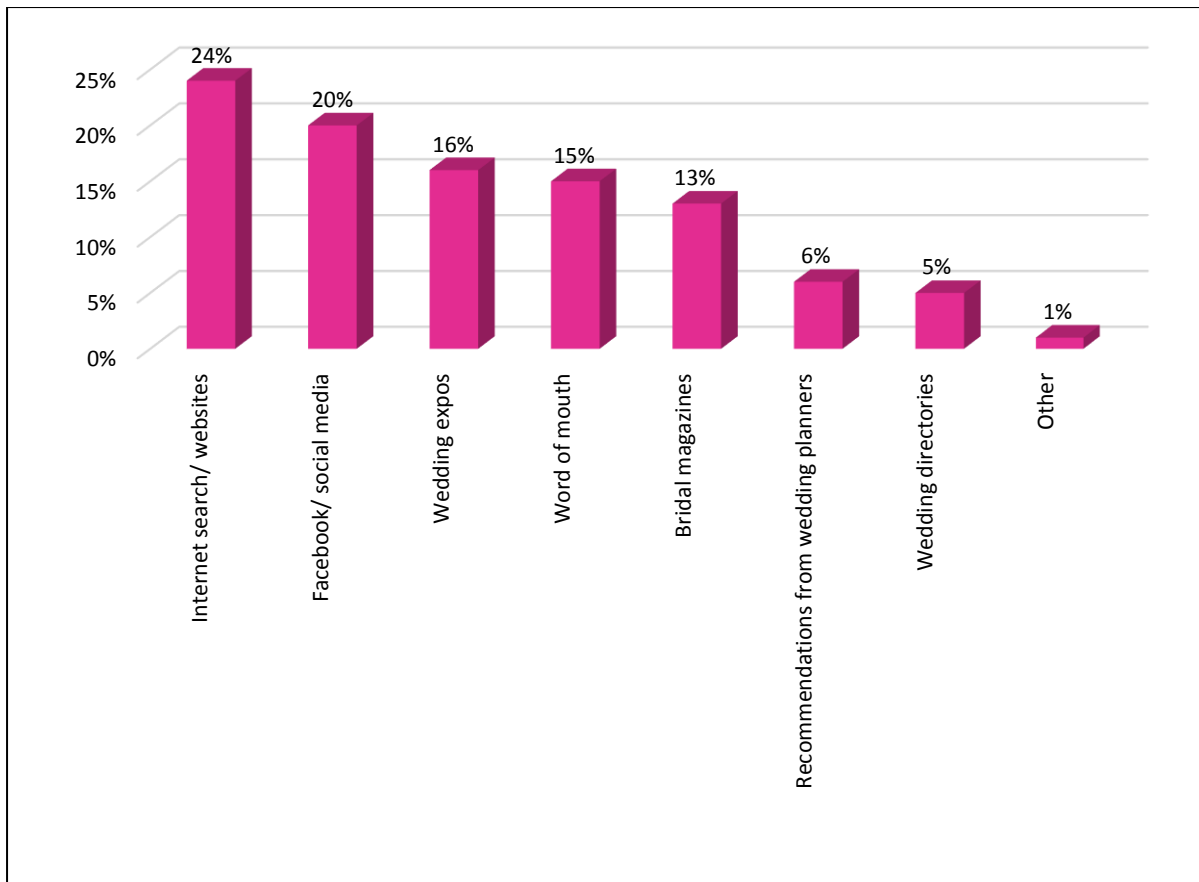


Figure 4.17: Marketing media utilised in search for a wedding venue

4.4.18 Important aspects when selecting a wedding venue

Table 4.1 below measured what prospective bride and groom respondents in the Gauteng area considered to be important when selecting a wedding venue. This was done on a five-point Likert scale (where '1' = *strongly disagree* and '5' = *strongly agree*). The aspects considered to be the most important were well-maintained, sufficient restroom facilities (mean value of 4.55), quality of food and beverage/catering services (food choices/options, menu planning, wine selection, special dietary requirements, bar service) (mean value of 4.52), the overall maintenance, up-keep and cleanliness of the facilities/premises (mean value of 4.50), the venue's ability to manage unforeseen/bad weather conditions (mean value of 4.36) and skilled, professional and capable staff (organisers, waiters, security staff, cleaners, etc.) (mean value of 4.34). The aspects considered to be the least important were Limousine, wedding car or carriage rental services by the venue (mean value of 2.50), the services of on-site make-up artists, hair stylists recommended/affiliated with the venue (mean value of 2.83), wedding cake design and supply services offered by the venue (mean value of 2.84), the venue's ability to provide celebrant/marriage officer services (mean value of 2.85) and wedding cake design and supply services offered by the venue (mean value of 2.90).

Table 4.1: The following aspects are considered to be important when selecting a wedding venue

IMPORTANCE OF ASPECTS IN SELECTING A WEDDING VENUE	Not important at all (%)	Not important (%)	Important (%)	Very important (%)	Extremely important (%)	Average
The venue's reputation and status as a popular/reowned wedding venue	8	12	27	25	28	3.53
The venue's ability to accommodate unique/'out of the ordinary' ideas for our wedding day	2	9	28	30	31	3.82
The exterior appearance of the premises, i.e. buildings and landscaping	1	3	19	26	51	4.24
The costs/affordability of the venue and related services	1	2	19	26	52	4.27
The availability of wedding packaged deals at discounted rates	4	7	25	28	36	3.88
The seating capacity, layout, and spaciousness of the venue	1	5	25	34	35	3.97
Availability/ability to accommodate a dance floor	5	6	18	27	44	4.01
The privacy and tranquil atmosphere of the premises/venue	1	3	18	34	44	4.18
The location and accessibility of the venue	1	5	27	34	33	3.94
The provision of adequate signage and directions on and off the premises	3	9	32	31	25	3.66
The availability of the venue for specific dates	2	4	20	29	45	4.10
The cancelation policy/penalties when booking the venue	7	12	31	24	26	3.49
The venue's ability to accommodate the theme/colour-scheme of our wedding	4	7	22	27	40	3.94
The availability of a church/chapel facility on the premises	8	5	17	25	45	3.93
Availability of dressing room facilities for bride/groom/wedding entourage	3	5	20	25	47	4.08
The availability of a honeymoon suite on the premises	7	8	20	23	42	3.86
The availability of accommodation for wedding guests on the premises	8	10	26	23	33	3.64
A set-up service by the venue for the wedding service/reception	3	5	23	26	43	4.01
The services of an on-site/in-house wedding planner/coordinator	11	11	26	25	27	3.46
Regular and effective communication from wedding venue personnel/organisers	2	2	18	28	50	4.21
Skilled, professional and capable staff (organisers, waiters, security staff, cleaners, etc.)	1	1	17	24	57	4.34
The services of on-site make-up artists, hair stylists recommended/affiliated with the venue	22	21	25	16	16	2.83
The services of a photographer and/or videographer recommended/affiliated with the venue	21	17	25	17	20	2.98
On-site floral design & décor hire services recommended/affiliated with the venue	16	15	30	20	19	3.11
The aesthetics of the premises and surroundings for photographic purposes	2	2	17	31	48	4.23
Quality furniture, crockery, glassware, linen provided by the venue	3	3	17	32	45	4.16
The overall maintenance, up-keep and cleanliness of the facilities/premises	1	1	11	24	63	4.50
Well-maintained, sufficient restroom facilities	1	1	8	25	65	4.55
The availability of facilities for small children	20	13	25	17	25	3.14
Facilities that cater to the elderly or disabled	7	6	23	29	35	3.77
The venue's ability to manage unforeseen/bad weather conditions	1	1	16	25	57	4.36
Indoor temperature/climate control capabilities of the venue (heating, air-conditioning)	2	5	20	28	45	4.10
Venue's ability to manage power failures/provide sufficient power supply (e.g. generators)	2	3	13	26	56	4.33
Availability of safe/security monitored parking facilities at the venue	1	2	16	30	51	4.28
The venue's ability to effectively manage safety, security & emergency situations	2	2	15	29	52	4.27
The light/lighting (natural and/or power sourced) capabilities of the venue	1	2	18	35	44	4.21
Quality of food & beverage/catering services (food choices/options, menu planning, wine selection, special dietary requirements, bar service)	1	1	10	21	67	4.52
Wedding cake design and supply services offered by the venue	23	18	27	16	16	2.84
Wedding cake design and supply services offered by the venue	22	17	25	19	17	2.90
The venue's ability to provide celebrant/marriage officer services	26	15	27	14	18	2.85
Limousine, wedding car or carriage rental services by the venue	34	21	20	12	13	2.50
The venue's policy regarding noise/sound restrictions and ending times	7	7	26	28	32	3.70

4.4.19 Services/facilities that are considered to be a must-have in a wedding package

The prospective bride and groom respondents in the Gauteng area indicated the banquet/reception hall hire (9%), chapel hire (9%), dance floor (9%), dressing rooms/facilities for bridal couple and entourage (9%) and the reception set up including crockery, cutlery, glassware and linen (9%) are very important for them in the wedding package. Other (1%) important services/facilities prospective bride and groom respondents in the Gauteng area consider a must-have in a wedding package by a wedding venue include outside security, outdoor options, vape lofts and musicians with packages based on the hours (see Figure 4.18).

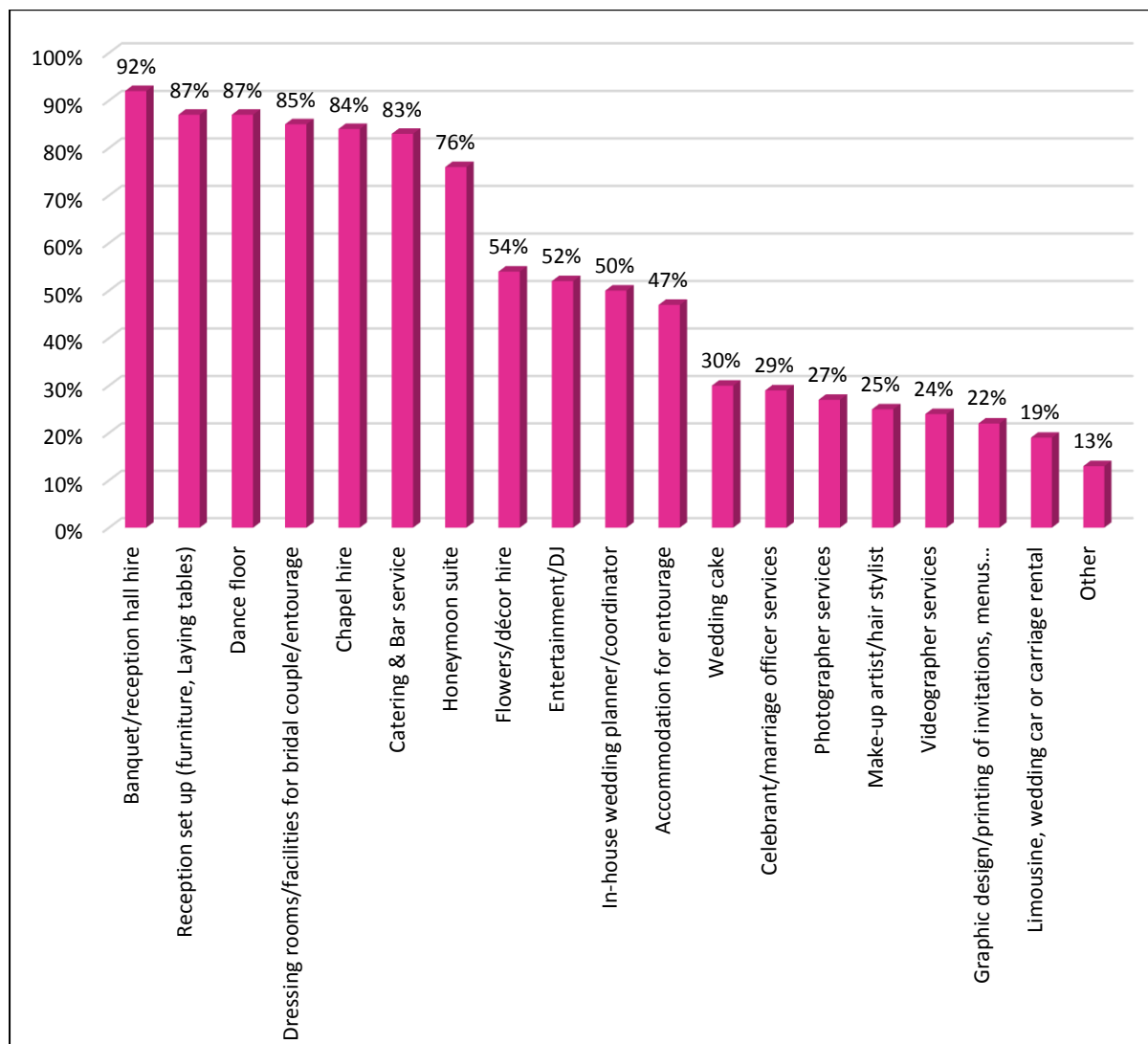


Figure 4.18: Service/facilities that are considered to be a must-have in a wedding package

4.4.20 Summary of profile

A summary of the prospective wedding couples' profile follows:

Table 4.2: Summative profile of prospective wedding couples

VARIABLE	Value (n =397)	VARIABLE	Value (n =397)
GENDER		AVERAGE CONTRIBUTIONS TO WEDDING COSTS	
Male	17%	Bride	R40 979
Female	83%	Groom	R55 314
PROSPECTIVE		Parents of bride	R71 108
Groom	14%	Parents of groom	R37 838
Bride	86%	Other	R26 444
AGE		Total	R231 683
25 years and younger	38%	NUMBER OF GUESTS TO ATTEND THE WEDDING	
26-30 years	40%	Small (≤75)	27%
31-35 years	15%	Medium (76-100)	37%
36 and older	7%	Large (101-150)	23%
Average age	28 yrs.	Very large (≥151)	14%
CITY/TOWN OF RESIDENCE		MOST LIKELY LOCATIONS TO HOST WEDDINGS	
Johannesburg	32%	Limpopo	5%
Pretoria/Centurion	27%	Mpumalanga	3%
East Rand of Johannesburg	15%	Pretoria/Centurion	33%
North West	9%	Johannesburg	15%
West Rand of Johannesburg	4%	East Rand of Johannesburg	4%
Free State	3%	West Rand of Johannesburg	9%
Southern Gauteng	2%	Southern Gauteng	1%
Limpopo	2%	North West	11%
Mpumalanga	2%	Free State	5%
Cape town	2%	KwaZulu-Natal	6%
KwaZulu-Natal	1%	Cape Town	5%
Outside RSA	1%	Outside RSA	3%
OCCUPATION		TIME OF DAY OF THE WEDDING	
Marketing/sales	17%	Morning-afternoon wedding	13%
Medical/health	17%	Afternoon-evening wedding	87%
Events/industry	13%	TIME OF WEEK OF THE WEDDINGG	
Education	11%	Midweek	9%
Hair/beauty	11%	weekend	91%
Auditing/bookkeeping/finance/legal	8%	MOST LIKELY MONTH TO HOST THE WEDDING	
Admin	8%	January (summer)	3%
Engineering/architect/draughting/design/ construction	6%	February (summer)	4%
Other	6%	March (autumn)	8%
Student	2%	April (autumn)	11%
Management/business/consulting/logistics/ operations	1%	May (autumn)	6%
LEVEL OF EDUCATION		June (winter)	6%
Matric	18%	July (winter)	4%
Diploma/certificate	19%	August (winter)	10%
Degree	33%	September (spring)	14%
Post-graduate	28%	October (spring)	8%
other	2%	November (spring)	10%
GROSS INCOME CATEGORIES		December (summer)	16%
<R75 000	16%	PLANNING OF WEDDING WITH/WITHOUT A WEDDING PLANNER	
R75 001-R120 000	14%	With wedding planner	19%
R120 001-R180 000	14%	Without wedding planner	81%
R180 001-R240 000	16%	MARKETING MEDIA UTILISED IN SEARCHING FOR A WEDDING VENUE	
R240 001-R360 000	18%	Recommendations from wedding planners	6%
R360 001-R480 000	7%	Internet search/websites	24%
R480 001-R600 000	9%	Facebook/social media	20%
>R600 001	6%	Bridal magazines	13%
AVERAGE WEDDING BUDGET		Wedding Expos	16%
Catering	R35 988	Word of mouth	15%
Venue/chapel/dressing room/honeymoon suite	R26 192	Wedding directories	5%
Wedding dress/bridal accessories	R17 253	Other	1%
Photography and videography	R16 048	TOP 10 MUST-HAVE SERVICES/FACILITIES IN A WEDDING PACKAGE	
Flowers and decor	R11 855	Banquet/reception hall hire	92%
Apparel for groom & entourage	R9 793	Reception set up (furniture, crockery, cutlery)	87%
Entertainment	R7 850	Dance floor	87%
Accommodation for wedding entourage	R5 448	Dressing room for bridal couple and entourage	85%
Gifts, stationary/printing	R4 309		

Other	R556	Chapel hire	84%
Total	R135 292	Catering and bar service	83%
WHO IS ACCOUNTABLE FOR THE WEDDING COSTS		Honeymoon suite	76%
Groom	30%	Flowers/decor hire	54%
Bride	27%	Entertainment/DJ	52%
Parents of bride	24%	In-house wedding planner/coordinator	50%
Parents of groom	18%		
Other	1%		
TOP 5 IMPORTANT ASPECTS/SERVICES FOR SELECTING A WEDDING VENUE			AVERAGE
The exterior appearance of the premises i.e. buildings and landscaping			4.24
The costs/affordability of the venue and related services			4.27
The venue's ability to effectively manage safety, security & emergency situations			4.27
Availability of safe/security monitored parking facilities at the venue			4.28
Venue's ability to manage power failures/provide sufficient power supply (e.g. generators)			4.33
TOP 5 LEAST IMPORTANT ASPECTS/SERVICES FOR SELECTING A WEDDING VENUE			AVERAGE
Limousine, wedding car or carriage rental services by the venue			2.50
The services of on-site make-up artists, hair stylists recommended/affiliated with the venue			2.83
Wedding cake design and supply services offered by the venue			2.84
The venue's ability to provide celebrant/marriage officer services			2.85
Wedding cake design and supply services offered by the venue			2.90

Researchers are almost consistently interested to go beyond just summarising and describing collected data, simplifying findings obtained from samples to the broader population (Maree, 2016:235). Therefore, further analyses will be conducted.

4.5 EXPLORATORY FACTOR ANALYSIS (EFA)

The purpose of a factor analysis is to determine whether items “belong together”, in the sense that they are answered in the same way, and therefore measure the same factor (Maree, 2007:219; Vael & Burton, 2014:448; Maree, 2016:242). Since a questionnaire was not available, a questionnaire was developed and used for the first time. The questions measured on a 5-point Likert scale and are appropriate for this analysis. When a factor analysis is implemented on a set of items, it produces as its primary output a factor loading matrix, which contains a loading for each factor (Maree, 2016:242). The loadings are an association between the items and the factors; great values are suggestive of which items belong to which factor (Maree, 2007:219; Maree, 2016:242).

In order to determine the attributes contributing to wedding venue selection, a factor analysis was conducted by means of a principal component analysis with Oblimin rotation. Seven factors were identified from 42 attributes, i.e. *Well-managed facility*, *Affordability*, *Hands-on staff/service*, *Location capabilities/capacity*, *On-site accommodation*, *Renowned venue*, *Add-on services* (see Table 4.3). These factors accounted for 59.3% of the total variance explained. The KMO measure of sampling adequacy was 0.916, which is highly acceptable and the Cronbach's alpha coefficient range from 0.914 to 0.538. Although only six of the seven factors have an adequate construct reliability ($\alpha > 0.6$) (Field, 2009:675; Hair *et al.*, 1995; Maree *et al.*, 2007:216) Pallant (2010:345) vouched that it is difficult for a small (less than 10 items) number of items to get a decent Cronbach Alpha value, therefore, Clark and Watson

(1995:309) stated that the Mean Item-Item Correlation should be between 0.15-0.55. As indicated in Table 4.3 and discussed below, all factors have acceptable reliability and a summation of the most important attributes contributing to wedding venue selection are given.

Table 4.3: Exploratory factor analysis

ASPECTS	FACTOR 1: Well managed facility	FACTOR 2: Add-on services	FACTOR 3: On-site accommodation	FACTOR 4: Location capabilities/capacity	FACTOR 5: Affordability	FACTOR 6: Renowned venue	FACTOR 7: Hands-on staff/service
The venue's ability to effectively manage safety, security & emergency situations.	0,809						
Availability of safe/security monitored parking facilities at the venue.	0,793						
Venue's ability to manage power failures/provide sufficient power supply (e.g. generators)	0,714						
Well-maintained, sufficient restroom facilities.	0,697						
The venue's ability to manage unforeseen/bad weather conditions.	0,655						
The overall maintenance, up-keep and cleanliness of the facilities/premises.	0,606						
Indoor temperature/climate control capabilities of the venue (heating, air-conditioning).	0,583						
Quality of food beverage/catering services (food choices/options, menu planning, wine selection, special dietary requirements, bar service).	0,527						
The light/lighting (natural and/or power sourced) capabilities of the venue.	0,477						
Facilities that cater to the elderly or disabled	0,473						
Quality furniture, crockery, glassware, linen provided by the venue.	0,433						
Wedding cake design and supply services offered by the venue.		0,864					
The services of on-site make-up artists, hair stylists recommended/affiliated with the venue		0,842					
The venues ability to provide celebrant/marriage officer services.		0,824					
The services of a photographer and/or videographer recommended/affiliated with the venue		0,818					
Limousine, wedding car or carriage rental services by the venue.		0,796					
Graphic design/printing services for wedding invitation, menus etc.		0,751					
On-site floral design & décor hire services recommended/affiliated with the venue.		0,700					
The cancelation policy/penalties when booking the venue.		0,315					
The availability of a honeymoon suite on the premises.			0,898				
The availability of accommodation for wedding guests on the premises.			0,837				
Availability of dressing room facilities for bride/groom/wedding entourage.			0,795				
The provision of adequate signage and directions on and off the premises.			0,348				
The availability of facilities for small children.				0,357			
The venue's policy regarding noise/sound restrictions and ending times.				0,260			
Availability/ability to accommodate a dance floor.				0,673			
The seating capacity, layout, and spaciousness of the venue.				0,634			
The availability of the venue for specific dates.				0,633			
The privacy and tranquil atmosphere of the premises/venue.				0,425			
The venue's ability to accommodate the theme/colour-scheme of our wedding.				0,369			
The availability of church/chapel facilities on the premises.				0,325			
The location and accessibility of the venue.				0,330			
The exterior appearance of the premises i.e. buildings and landscaping.				0,286			
The costs/affordability of the venue and related services.					0,796		
The availability of wedding packaged deals at discounted rates.					0,745		
The venue's reputation and status as a popular/renowned wedding venue.						0,738	
The venues ability to accommodate unique/'out of the ordinary' ideas for our wedding day.						0,726	
Skilled, professional, capable staff (organisers, waiters, security staff, cleaners)							-0,405
A set-up service by the venue for the wedding service/reception.							-0,551
The services of an on-site/in-house wedding planner/coordinator.							-0,531



Regular and effective communication from wedding venue personnel/organisers.								-0,482
The aesthetics of the premises and surroundings for photographic purposes.								-0,409
Cronbach's Alpha's	0.898	0.914	0.796	0.793	0.748	0.538	0.775	
Inter-Item Correlation	0.469	0.563	0.490	0.289	0.611	0.375	0.423	
Mean Value	4.28	2.94	3.81	3.91	4.07	3.68	4.05	
Standard Deviation	1.642	1.071	0.910	0.645	0.900	0.940	0.750	

Factor 1: Well-managed facility

This factor comprises the following attributes contributing to wedding venue selection: The venue's ability to effectively manage safety, security and emergency situations, availability of safe/securely monitored parking facilities at the venue, venue's ability to manage power failures/provide sufficient power supply (e.g. generators), well-maintained, sufficient restroom facilities, the venue's ability to manage unforeseen/bad weather conditions, the overall maintenance, up-keep and cleanliness of the facilities/premises, indoor temperature/climate control capabilities of the venue (heating, air-conditioning), quality of food beverage/catering services (food choices/options, menu planning, wine selection, special dietary requirements, bar service), the light/lighting (natural and/or power sourced) capabilities of the venue, facilities that cater to the elderly or disabled and quality furniture, crockery, glassware, linen provided by the venue. The factor scored a Cronbach's alpha of 0.898 and a mean value of 4.28. This factor is identified as the most important factor when prospective wedding couples select a wedding venue.

Factor 2: Add-on services

This factor is made-up of eight attributes, namely: wedding cake design and supply services offered by the venue, the services of on-site make-up artists, hair stylists recommended/affiliated with the venue, the venue's ability to provide celebrant/marriage officer services, the services of a photographer and/or videographer recommended/affiliated with the venue, limousine, wedding car or carriage rental services by the venue, graphic design/printing services for wedding invitation, menus etc., on-site floral design and décor hire services recommended/affiliated with the venue and the cancellation policy/penalties when booking the venue. The factor *Add-on services* has a mean value of 2.94 and the Cronbach's alpha is 0.914. When prospective wedding couples select a wedding venue, this factor is least important of the seven identified factors.

Factor 3: On-site accommodation

On-site accommodation as a factor consists of attributes such as the availability of a honeymoon suite on the premises, the availability of accommodation for wedding guests on the premises, availability of dressing room facilities for bride/groom/wedding entourage and the provision of adequate signage and directions on and off the premises. The mean value of

this factor is 3.81, and the Cronbach's alpha is 0.796, indicated to be the fifth most important factor for prospective wedding couples when selecting a wedding venue.

Factor 4: Location capabilities/capacity

Factor 4 includes of the following attributes: the availability of facilities for small children, the venue's policy regarding noise/sound restrictions and ending times, availability/ability to accommodate a dance floor, the seating capacity, layout, and spaciousness of the venue, the availability of the venue for specific dates, the privacy and tranquil atmosphere of the premises/venue, the venue's ability to accommodate the theme/colour-scheme of our wedding, the availability of church/chapel facilities on the premises, the location and accessibility of the venue and the exterior appearance of the premises, i.e. buildings and landscaping. The Cronbach's alpha of factor four is 0.793 and the mean value 3.91, making this factor the fourth most important factor to prospective wedding couples.

Factor 5: Affordability

Affordability includes the costs/affordability of the venue and related services and the availability of wedding packaged deals at discounted rates. *Affordability's* mean value is 4.07 and has a Cronbach's alpha of 0.748.

Factor 6: Renowned venue

Renowned venue is made up of only two attributes, namely the venue's reputation and status as a popular/renowned wedding venue and the venues ability to accommodate unique/'out of the ordinary' ideas for our wedding day. The Cronbach's alpha is 0.538 and the mean value is 3.68 of *renowned venue*. *Renowned venue* is also indicated to be the second most important factor when selecting wedding venues through prospective wedding couples.

Factor 7: Hands-on staff/service

Hands-on staff/service is compiled out of the following five attributes contributing to wedding venue selection: skilled, professional and capable staff (organisers, waiters, security staff, cleaners, etc.); a set-up service by the venue for the wedding service/reception; the services of an on-site/in-house wedding planner/coordinator; regular and effective communication from wedding venue personnel/organisers; and the aesthetics of the premises and surroundings for photographic purposes. The factor scored a Cronbach's alpha of 0.775 and a mean value of 4.05. Prospective wedding couples indicated this factor to be the third most important factor when selecting a wedding venue.

4.6 ANOVAS AND T-TESTS

Analysis of variance, also known as ANOVA, is the method used when more than two independent groups need to be compared based on a single quantitative score/measure (Maree, 2007:229; Veal & Burton, 2014:429; Maree, 2016:255). Therefore, the ANOVA tests whether the different independent groups have different average scores. An ANOVA is suitable when the quantitative variables are distributed in each population and when the spread of the variables is the same in all populations (Maree, 2007:229; Maree, 2016:255).

The *t*-test is used to show the difference in whether the means are significant or whether the means are not significant (Ellis & Steyn, 2003:51), thereby, at the same time, examining the difference among two means (Veal & Burton, 2014:429). Furthermore, the three circumstances under which the *t*-tests are usually used are when two groups, which are not dependent on each other, are compared using the average score of them both in a quantitative variable, when two quantitative variables' average score needs to be compared in a single sample and when a qualitative variable's average needs to be compared with a specified constant value in a single sample (Maree, 2007:225; Maree, 2016:250). In the case of two independent groups, where the variables have a normal distribution in each population and there are 30 or more responders in each group, the *t*-test is an appropriate technique (Maree, 2007:226; Maree, 2016:251).

N-value, mean and standard deviation

The N-value is the complete count for all variables (prospective wedding couples who participated and completed a questionnaire). The mean/average is the total/sum of all the variables divided by the number of respondents (N-value) for the exact variable. The standard deviation is the measurement of the spread of values around the mean (Veal & Burton, 2014:396).

P-value

The *p*-value is also known as the probability of observing the specific value of the test statistics that you have (Maree, 2007:207; Maree, 2016:229). If the *p*-value is less than 0.05, it is considered to be sufficient evidence that the result is statistically significant. In the case of small samples, relatively big differences may surface as statistically insignificant, whereas big samples with even the smallest difference can turn out to be statistically significant (Ellis & Steyn, 2003:51; Maree, 2007:210; Maree, 2016:233). Therefore, by calculating the effect size, the problem may be overcome, in addition to the *p*-value that is a standardised, scale-free measure of the magnitude of the difference/correlation being tested, and that is not effected by the sample size (Maree, 2007:210; Maree, 2016:233). Tests tend to return small *p*-values,

which indicates statistical significance; statistical significance does not necessarily mean the result is important in practice (Ellis & Steyn, 2003:51).

Effect size

Effect sizes can be calculated in a variety of different situations, such as the difference between two mean values and for the relationship between variables (Maree, 2007:211; Maree, 2016:234). The effect size measures practical significance and is independent of the sample size. It can be agreed that the effect size has a great enough effect to be significant in practice (Ellis & Steyn, 2003:51). Guidelines for interpretation of the magnitude for the effect size are $d=0.2$ is considered to be a small effect, $d=0.5$ is considered to be a medium effect, and a large effect is considered to be $d=0.8$ (Cohen, 1988; Ellis & Steyn, 2003; Maree, 2007:211; 54; Maree, 2016:234). Data ≥ 0.8 (large effect) is considered as a practically significant result (Cohen, 1988; Ellis & Steyn, 2003: 54). It is important to notice that these values are only a guideline and not a strict cut-off point (Maree, 2007:212; Maree, 2016:234).

After the factor analyses were completed (as reported in the previous Section 4.5), ANOVAs and *t*-tests were conducted to determine possible statistically significant differences in the mean values of certain independent variables based on the seven key factors. The independent variables for the ANOVAs included the respondents' age categories, level of education, income categories, wedding budget categories, wedding size by means of number of guests, and season in which the wedding is to be held. The independent variables for the *t*-tests included the respondents' gender, the time of day when the wedding is to be held, the day of week when the wedding is to be held, the utilisation of a wedding planner, the marketing media utilised in searching for a wedding venue, and the services/facilities that are considered to be a must-have in a wedding venue package. Further to this, testing for homogeneity of variances was also done; and in particular cases where the assumption was violated, a robust test of equality of means was conducted. The results matched the ANOVA tests, and therefore only ANOVA tests were reported. The results that reveal statistically significant and medium or large practical differences are reported below. The statistically insignificant results will therefore not be reported.

4.6.1 ANOVA: Income categories

ANOVA was used to determine possible statistically significant differences in the mean values of the four income categories (independent variable) based on the seven key factors (dependent variables). These four categories regarding the gross income of prospective brides and grooms were divided according to: low income \leq R120 000, medium income =

R120 001-R240 000, high income = R240 001-R480 000 and very high income ≥ R248 001 (see Table 4.4 below).

Table 4.4: Results of descriptive statistics and effect sizes between income categories (low, medium, high and very high)

INCOME		N	Mean	Std. deviation	ANOVA p-value	Effect size		
						Low with	Medium with	High with
Well-managed facilities	Low	107	4.20	0.68	0.52			
	Medium	107	4.28	0.70		0.11		
	High	82	4.30	0.56		0.15	0.03	
	Very high	50	4.36	0.62		0.23	0.11	0.09
	Total	346	4.27	0.65				
Add-on services	Low	107	2.75	1.02	0.01*			
	Medium	108	2.84	1.06		0.08		
	High	82	2.89	1.04		0.14	0.05	
	Very high	51	3.35	1.07		0.56**	0.48**	0.43**
	Total	348	2.90	1.06				
On-site accommodation	Low	107	3.67	0.96	0.22			
	Medium	108	3.91	0.88		0.25		
	High	82	3.85	0.91		0.19	0.06	
	Very high	51	3.90	0.91		0.24	0.01	0.06
	Total	348	3.82	0.92				
Location capabilities/capacity	Low	107	3.87	0.63	0.40			
	Medium	108	3.88	0.66		0.01		
	High	82	3.98	0.59		0.16	0.14	
	Very high	51	4.02	0.66		0.23	0.22	0.07
	Total	348	3.92	0.64				
Affordability	Low	107	4.00	0.91	0.04*			
	Medium	108	4.01	0.90		0.01		
	High	82	4.32	0.74		0.34	0.34	
	Very high	51	3.96	1.00		0.04	0.05	0.35**
	Total	348	4.07	0.89				
Renowned venue	Low	107	3.49	0.90	0.01*			
	Medium	108	3.61	0.95		0.13		
	High	82	3.73	0.95		0.26	0.13	
	Very high	51	4.07	0.87		0.65***	0.48**	0.35**
	Total	348	3.67	0.94				
Hands-on staff/service	Low	107	3.95	0.72	0.26			
	Medium	108	4.07	0.76		0.16		
	High	82	4.11	0.75		0.22	0.06	
	Very high	51	4.18	0.79		0.29	0.13	0.08
	Total	348	4.06	0.75				

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)



Table 4.4 reveals that practically significant differences exist between the low and very high income categories ($d=0.56$); the medium and very high income categories ($d=0.48$) and the high and very high income categories ($d=0.43$) regarding the factor *Add-on services* ($p=0.04$). Respondents with a very high income therefore considered *Add-on services* to be more important (mean value of 3.35) than respondents with a low income (mean value of 2.75), medium income (mean value of 2.84), or high income (mean value of 2.89). Practically significant differences exist between the high and very high income categories ($d=0.53$) regarding the factor *Affordability* ($p=0.01$). Respondents with a high income therefore considered *Affordability* to be more important (mean value of 4.32) than respondents with a very high income (mean value of 3.96) did. Practically significant differences exist between the low and very high income categories ($d=0.65$); the medium and very high income categories ($d=0.48$); and the high and very high income categories ($d=0.35$) regarding the factor *Renowned venue* ($p=0.01$). Respondents with a very high income therefore considered *Renowned venue* to be more important (mean value of 4.07) than respondents with a low income (mean value of 3.49), medium income (mean value of 3.61), or high income (mean value of 3.73) did.

4.6.2 ANOVA: Wedding budget categories

ANOVA was used to determine possible statistically significant differences in the mean values of the four wedding budget categories (independent variable) based on the seven key factors (dependent variables). These four categories regarding the wedding budget of prospective wedding couples were divided into according to: low \leq R75 000, medium = R75 001-R125 000, high = R125 001-R200 000 and very high \geq R200 001 (see Table 4.5 below).

Table 4.5: Results of descriptive statistics and effect sizes between wedding budget categories (low, medium, high and very high)

WEDDING BUDGET		N	Mean	Std. deviation	ANOVA p-value	Effect size		
						Low with	Medium with	High with
Well-managed facilities	Low	88	4.25	0.66	0.87			
	Medium	112	4.26	0.69		0.02		
	High	83	4.33	0.60		0.12	0.09	
	Very high	63	4.28	0.60		0.05	0.02	0.08
	Total	346	4.28	0.64				
Add-on services	Low	89	2.61	1.04	0.01*			
	Medium	112	2.77	1.04		0.15		
	High	83	3.09	1.06		0.45**	0.31	
	Very high	64	3.27	1.11		0.59**	0.45**	0.16
	Total	348	2.90	1.08				
On-site accommodation	Low	89	3.52	1.06	0.01*			
	Medium	112	3.88	0.86		0.35		

	High	83	3.76	0.95		0.23	0.13	
	Very high	64	3.96	0.74		0.42**	0.09	0.21
	Total	348	3.77	0.93				
Location capabilities/ capacity	Low	89	3.80	0.70	0.22			
	Medium	112	3.89	0.64		0.13		
	High	83	3.98	0.61		0.27	0.15	
	Very high	64	3.96	0.55		0.23	0.11	0.04
	Total	348	3.90	0.64				
Affordability	Low	89	4.26	0.81	0.01*			
	Medium	112	4.15	0.83		0.13		
	High	83	3.93	0.99		0.34	0.23	
	Very high	64	3.73	0.98		0.55**	0.43**	0.20
	Total	348	4.05	0.91				
Renowned venue	Low	89	3.40	0.98	0.01*			
	Medium	112	3.73	0.84		0.33		
	High	83	3.80	0.96		0.40**	0.08	
	Very high	64	3.84	0.88		0.45**	0.13	0.04
	Total	348	3.68	0.93				
Hands-on staff/service	Low	89	3.97	0.84	0.66			
	Medium	112	4.11	0.75		0.16		
	High	83	4.05	0.68		0.09	0.08	
	Very high	64	4.06	0.71		0.10	0.06	0.02
	Total	348	4.05	0.75				

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**), and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.5 reveals that practically significant differences exist between the low and very high wedding budget categories ($d=0.59$); the medium and very high wedding budget categories ($d=0.45$) regarding the factor *Add-on services* ($p=0.01$). Respondents with a very high wedding budget therefore considered *Add-on services* to be more important (mean value of 3.27) than respondents with a low wedding budget (mean value of 2.61) and medium wedding budget (mean value of 2.77). Practically significant differences exist between the low and very high wedding budget categories ($d=0.42$) regarding the factor *On-site accommodation* ($p=0.01$). Respondents with a very high wedding budget therefore considered *On-site accommodation* to be more important (mean value of 3.96) than respondents with a low wedding budget (mean value of 3.52). Practically significant differences exist between the low and very high wedding budget categories ($d=0.55$) and the medium and very high wedding budget categories ($d=0.43$) regarding the factor *Affordability* ($p=0.01$). Respondents with a low wedding budget therefore considered *Affordability* to be more important (mean value of 4.26) than respondents with a medium wedding budget (mean value of 4.15) and very high wedding budget (mean value of 3.73). Practically significant differences exist between the low and high wedding budget categories ($d=0.40$) and the low and very high wedding budget categories ($d=0.45$) regarding the factor *Renowned venue* ($p=0.01$). Respondents with a very high wedding budget

therefore considered *Renowned venue* to be more important (mean value of 3.84) than respondents with a low wedding budget (mean value of 3.40) and high wedding budget (mean value of 3.80).

4.6.3 ANOVA: Weddings size by means of number of guests

ANOVA was used to determine possible statistically significant differences in the mean values of the four wedding sizes by means of numbers of guests categories (independent variable) based on the seven key factors (dependent variables). These four categories regarding the wedding size by means of numbers of guests of prospective wedding couples were divided according to: small wedding ≤ 75 guests, medium wedding = 76-100 guests, large wedding = 101-150 guests and very large wedding ≥ 151 guests (see Table 4.6 below).

Table 4.6: Results of descriptive statistics and effect sizes between weddings size by means of number of guests (small, medium, large and very large)

WEDDING SIZE BY MEANS OF NUMBER OF GUEST		N	Mean	Std. deviation	ANOVA p-value	Effect size		
						Small with	Medium with	Large with
Well-managed facilities	Small	105	4.16	0.65	0.13			
	Medium	141	4.29	0.68		0.19		
	Large	90	4.36	0.57		0.30	0.10	
	Very large	53	4.35	0.59		0.29	0.09	0.01
	Total	389	4.28	0.64				
Add-on services	Small	105	2.65	1.03	0.01*			
	Medium	143	2.98	1.02		0.31		
	Large	90	3.02	1.08		0.34	0.04	
	Very large	53	3.27	1.20		0.51**	0.25	0.21
	Total	391	2.94	1.08				
On-site accommodation	Small	105	3.63	0.93	0.03*			
	Medium	143	3.92	0.90		0.31		
	Large	90	3.94	0.87		0.34	0.02	
	Very large	53	3.68	0.96		0.06	0.25	0.27
	Total	391	3.81	0.91				
Location capabilities/ capacity	Small	105	3.65	0.67	0.01*			
	Medium	143	4.01	0.60		0.53**		
	Large	90	4.00	0.61		0.53**	0.00	
	Very large	53	4.07	0.63		0.64**	0.11	0.11
	Total	391	3.92	0.65				
Affordability	Small	105	4.03	0.95	0.88			
	Medium	143	4.12	0.86		0.09		
	Large	90	4.05	0.87		0.02	0.08	
	Very large	53	4.10	0.96		0.07	0.02	0.06
	Total	391	4.08	0.90				
Renowned venue	Small	105	3.44	1.02	0.01*			
	Medium	143	3.76	0.90		0.31		

	Large	90	3.68	0.85		0.23	0.09	
	Very large	53	3.91	0.98		0.45**	0.15	0.23
	Total	391	3.68	0.94				
Hands-on staff/services	Small	105	3.92	0.86	0.09			
	Medium	143	4.13	0.70		0.24		
	Large	90	4.14	0.66		0.25	0.01	
	Very large	53	3.98	0.72		0.07	0.21	0.21
	Total	391	4.06	0.75				

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.6 reveals that practically significant differences exist between the small and very large wedding size by means of numbers of guests ($d=0.51$) regarding the factor *Add-on services* ($p=0.01$). Respondents with a very large wedding therefore considered *add-on services* to be more important (mean value of 3.27) than respondents with a small wedding size by means of numbers of guests (mean value of 2.65). Practically significant differences exist between the small and medium wedding size by means of numbers of guests categories ($d=0.53$); the small and large wedding size by means of numbers of guests categories ($d=0.53$); and the small and very large wedding size by means of numbers of guests categories ($d=0.64$) regarding the factor *Location capabilities/capacity* ($p=0.01$). Respondents with a very large wedding therefore considered *Location capabilities/capacity* to be more important (mean value of 4.07) than respondents with a small wedding (mean value of 3.65), medium wedding (mean value of 4.01), or large wedding (mean value of 4.00). Practically significant differences exist between the small and very large wedding size by means of numbers of guests categories ($d=0.45$), regarding the factor *Renowned venue* ($p=0.01$). Respondents with a very large wedding therefore considered *Renowned venue* to be more important (mean value of 3.91) than respondents with a small wedding size by means of numbers of guests (mean value of 3.44).

4.6.4 ANOVA: Season in which the wedding is to be held

ANOVA was used to determine possible statistically significant differences in the mean values of the four seasons in which the wedding is to be held (independent variable) based on the seven key factors (dependent variables). These four categories regarding the season in which the wedding is to be held were divided according to: spring (September, October and November), summer (December, January and February), autumn (March, April and May) and winter (June, July and August) (see Table 4.7 below).

Table 4.7: Results of descriptive statistics and effect sizes between season in which the wedding is to be held (spring, summer, autumn and winter)

SEASON WHEN THE WEDDING IS TO BE HELD		N	Mean	Std. deviation	ANOVA p-value	Effect size		
						Spring with	Summer with	Autumn with
Well-managed facilities	Spring	120	4.21	0.66	0.11			
	Summer	83	4.25	0.59		0.06		
	Autumn	90	4.41	0.55		0.31	0.28	
	Winter	73	4.25	0.65		0.06	0.00	0.25
	Total	366	4.28	0.62				
Add-on services	Spring	121	2.98	0.97	0.01*			
	Summer	84	2.96	1.03		0.02		
	Autumn	90	3.15	1.10		0.16	0.18	
	Winter	73	2.60	1.17		0.33	0.30	0.47**
	Total	368	2.94	1.07				
On-site accommodation	Spring	121	3.69	0.92	0.02*			
	Summer	84	3.81	0.84		0.13		
	Autumn	90	4.06	0.89		0.41**	0.29	
	Winter	73	3.71	0.95		0.03	0.10	0.37
	Total	368	3.81	0.91				
Location capabilities/ capacity	Spring	121	3.86	0.66	0.08			
	Summer	84	3.94	0.61		0.13		
	Autumn	90	4.07	0.60		0.32	0.21	
	Winter	73	3.86	0.60		0.01	0.13	0.34
	Total	368	3.93	0.63				
Affordability	Spring	121	3.86	0.85	0.01*			
	Summer	84	4.11	0.82		0.30		
	Autumn	90	4.25	0.84		0.46**	0.17	
	Winter	73	4.11	1.03		0.25	0.00	0.14
	Total	368	4.06	0.89				
Renowned venue	Spring	121	3.64	0.88	0.70			
	Summer	84	3.73	0.88		0.10		
	Autumn	90	3.77	0.92		0.14	0.04	
	Winter	73	3.63	1.02		0.01	0.09	0.13
	Total	368	3.69	0.92				
Hands-on staff/services	Spring	121	4.01	0.77	0.09			
	Summer	84	3.93	0.63		0.11		
	Autumn	90	4.20	0.73		0.25	0.37	
	Winter	73	4.07	0.76		0.08	0.19	0.16
	Total	368	4.05	0.73				

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.7 reveals that practically significant differences exist between the autumn and winter categories ($d=0.47$), regarding the factor *Add-on services* ($p=0.01$). Respondents with an autumn wedding therefore considered *Add-on services* to be more important (mean value of

3.15) than respondents with a winter wedding (mean value of 2.60). Practically significant differences exist between spring and autumn categories ($d=0.41$), regarding the factor *Accommodation* ($p=0.02$). Respondents with an autumn wedding therefore considered *Accommodation* to be more important (mean value of 4.06) than respondents with a spring wedding (mean value of 3.69). Practical significant differences exist between spring and autumn wedding categories ($d=0.46$), regarding the factor *Affordability* ($p=0.04$). Respondents with an autumn wedding therefore considered *Affordability* to be more important (mean value of 4.25) than respondents with a spring wedding (mean value of 3.86).

4.6.5 T-test: The utilisation of a wedding planner

A *t*-test was used to determine possible statistically significant differences in the mean values of the utilisation of a wedding planner or not (independent variable) based on the seven key factors (dependent variables) (see Table 4.8 below).

Table 4.8: Results of descriptive statistics and effect sizes between the utilisation of a wedding planner or not

UTILISATION OF A WEDDING PLANNER		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	72	4.23	0.63	0.43	0.10
	No	309	4.30	0.64		
Add-on services	Yes	72	3.56	0.99	0.01*	0.72***
	No	311	2.80	1.06		
On-site accommodation	Yes	72	3.91	0.80	0.31	0.12
	No	311	3.80	0.94		
Location capabilities/capacity	Yes	72	4.00	0.61	0.24	0.15
	No	311	3.90	0.66		
Affordability	Yes	72	4.01	0.85	0.45	0.09
	No	311	4.10	0.90		
Renowned venue	Yes	72	3.88	0.94	0.04*	0.27
	No	311	3.63	0.94		
Hands-on staff/service	Yes	72	4.09	0.65	0.62	0.06
	No	311	4.05	0.77		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**), and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.8 reveals that practically significant differences exist between utilising services of a wedding planner or not ($d=0.72$) regarding the factor *Add-on services* ($p=0.01$). Therefore, respondents who utilise a wedding planner consider *Add-on services* to be more important (mean value of 3.56) than respondents planning a wedding without a wedding planner (mean value of 2.80).

4.6.6 T-test: Media utilised in searching for a wedding venue (recommendations from wedding planners)

A *t*-test was used to determine possible statistically significant differences in the mean values of the marketing media utilised in searching for a wedding venue through recommendations from wedding planners or not (independent variable) based on the seven key factors (dependent variables) (see Table 4.9 below).

Table 4.9: Results of descriptive statistics and effect sizes between using recommendations from wedding planners or not

MARKETING: RECOMMENDATIONS FROM WEDDING PLANNERS		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	77	4.34	0.65	0.41	0.10
	No	311	4.27	0.64		
Add-on services	Yes	77	3.30	1.03	0.01*	0.42**
	No	313	2.84	1.07		
On-site accommodation	Yes	77	3.83	0.84	0.81	0.03
	No	313	3.81	0.93		
Location capabilities/capacity	Yes	77	4.01	0.60	0.13	0.18
	No	313	3.89	0.66		
Affordability	Yes	77	3.96	0.87	0.18	0.17
	No	313	4.11	0.90		
Renowned venue	Yes	77	3.84	0.80	0.06	0.21
	No	313	3.64	0.97		
Hands-on staff/service	Yes	77	4.08	0.67	0.71	0.04
	No	313	4.05	0.77		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (*d*) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.9 reveals that practically significant differences exist between the marketing media utilised in searching for a wedding venue through recommendations from wedding planners or not ($d=0.42$) regarding the factor *Add-on services* ($p=0.01$). Therefore, respondents who utilise marketing media in search for a wedding venue through recommendations from wedding planners consider *Add-on services* to be more important (mean value of 3.30) than respondents who do not utilise marketing media such as recommendations for wedding planner (mean value of 2.84).

4.6.7 T-test: Media utilised in searching for a wedding venue (using wedding expos)

A *t*-test was used to determine possible statistically significant differences in the mean values of the marketing media utilised in searching for a wedding venue through using wedding expos or not (independent variable) based on the seven key factors (dependent variables) (see Table 4.10 below).

Table 4.10: Results of descriptive statistics and effect sizes between using weddings expos or not

MARKETING: WEDDING EXPOS		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	214	4.35	0.66	0.02*	0.24
	No	174	4.20	0.61		
Add-on services	Yes	214	3.10	1.06	0.01*	0.35**
	No	176	2.73	1.07		
On-site accommodation	Yes	214	3.92	0.88	0.01*	0.25
	No	176	3.68	0.94		
Location capabilities/capacity	Yes	214	4.00	0.63	0.01*	0.27
	No	176	3.82	0.65		
Affordability	Yes	214	4.22	0.80	0.01*	0.30
	No	176	3.92	0.98		
Renowned venue	Yes	214	3.69	0.91	0.68	0.04
	No	176	3.65	0.99		
Hands-on staff/service	Yes	214	4.11	0.73	0.09	0.17
	No	176	3.98	0.77		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**), and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.10 reveals that practically significant differences exist between the marketing media utilised in searching for a wedding venue through wedding expos or not ($d=0.35$) regarding the factor *Add-on services* ($p=0.01$). Therefore, respondents who utilise marketing media in searching for a wedding venue through wedding expos consider *Add-on services* to be more important (mean value of 3.10) than respondents who do not utilise marketing media such as wedding expos (mean value of 2.73).

4.6.8 T-test: Media utilised in searching for a wedding venue (using wedding directories)

A *t*-test was used to determine possible statistically significant differences in the mean values of the marketing media utilised in searching for a wedding venue through using wedding directories or not (independent variable) based on the seven key factors (dependent variables) (see Table 4.11 below).

Table 4.11: Results of descriptive statistics and effect sizes between using wedding directories or not

MARKETING: WEDDING DIRECTORIES (PRINTED AND ONLINE)		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	66	4.37	0.69	0.27	0.15
	No	322	4.26	0.63		
Add-on services	Yes	66	3.24	1.03	0.01*	0.35**
	No	324	2.87	1.07		
On-site accommodation	Yes	66	3.92	0.88	0.30	0.13
	No	324	3.79	0.92		
Location capabilities/capacity	Yes	66	4.06	0.63	0.06	0.26
	No	324	3.89	0.65		
Affordability	Yes	66	4.20	0.84	0.20	0.16

	No	324	4.06	0.91		
Renowned venue	Yes	66	3.82	0.79	0.13	0.18
	No	324	3.65	0.97		
Hands-on staff/service	Yes	66	4.14	0.69	0.25	0.14
	No	324	4.03	0.76		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.11 reveals that practically significant differences exist between the marketing media utilised in searching for a wedding venue through wedding directories or not ($d=0.35$) regarding the factor *Add-on services* ($p=0.01$). Therefore, respondents who utilise marketing media in searching for a wedding venue through recommendations from wedding directories consider *Add-on services* to be more important (mean value of 3.24) than respondents not utilising marketing media such as wedding directories (mean value of 2.87).

4.6.9 T-test: Services/facilities that are considered to be a must-have in a wedding package (chapel hire)

A t -test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as chapel hire or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.12 below).

Table 4.12: Results of descriptive statistics and effect sizes between chapel hire included in package or not

PACKAGE: CHAPEL HIRE		N	Mean	Std. deviation	t -test p -value	Effect size
Well-managed facilities	Yes	318	4.29	0.64	0.85	0.03
	No	60	4.27	0.64		
Add-on services	Yes	320	2.94	1.07	0.08	0.24
	No	60	2.69	1.02		
On-site accommodation	Yes	320	3.87	0.85	0.01*	0.42**
	No	60	3.41	1.11		
Location capabilities/capacity	Yes	320	3.95	0.64	0.01*	0.46**
	No	60	3.65	0.59		
Affordability	Yes	320	4.10	0.86	0.17	0.19
	No	60	3.89	1.09		
Renowned venue	Yes	320	3.68	0.92	0.41	0.11
	No	60	3.57	1.02		
Hands-on staff	Yes	320	4.06	0.73	0.27	0.15
	No	60	3.94	0.83		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.12 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as chapel hire or not ($d=0.42$), regarding the factor *Accommodation* ($p=0.01$). Therefore, respondents who feel services/facilities such as the chapel hire are a must-have in a wedding package consider *Accommodation* to be more important (mean value of 3.87) than respondents who feel that services/facilities such as the chapel hire are not important in the wedding package (mean value of 3.41). Practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as chapel hire or not ($d=0.46$), regarding the factor *Location capabilities/capacity* ($p=0.01$). Therefore, respondents who feel services/facilities such as the chapel hire are a must-have in a wedding package consider *Location capabilities/capacity* to be more important (mean value of 3.95) than respondents who feel that services/facilities such as the chapel hire are not important in the wedding package (mean value of 3.65).

4.6.10 T-test: Services/facilities that are considered to be a must-have in a wedding package (dressing room/facilities for bridal couple and entourage)

A *t*-test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as dressing room/facilities for bridal couple and entourage or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.13 below).

Table 4.13: Results of descriptive statistics and effect sizes between dressing rooms/facilities for bridal couple and entourage included in package or not

PACKAGE: DRESSING ROOMS/FACILITIES FOR BRIDAL COUPLE AND ENTOURAGE		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	323	4.31	0.64	0.01*	0.36**
	No	56	4.08	0.64		
Add-on services	Yes	324	2.93	1.06	0.18	0.19
	No	57	2.73	1.06		
On-site accommodation	Yes	324	3.94	0.80	0.01*	0.86***
	No	57	2.98	1.11		
Location capabilities/capacity	Yes	324	3.93	0.63	0.02*	0.35**
	No	57	3.69	0.69		
Affordability	Yes	324	4.06	0.90	0.77	0.04
	No	57	4.03	0.94		
Renowned venue	Yes	324	3.65	0.93	0.32	0.14
	No	57	3.78	0.94		
Hands-on staff/service	Yes	324	4.07	0.74	0.06	0.27
	No	57	3.85	0.80		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**), and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.13 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as dressing room/facilities for bridal couple and entourage or not ($d=0.36$), regarding the factor *Well-managed facility* ($p=0.01$). Therefore, respondents who feel services/facilities such as the dressing room/facilities for bridal couple and entourage are a must-have in a wedding package consider *Well-managed facility* to be more important (mean value of 4.31) than respondents who feel that services/facilities such as the dressing room/facilities for bridal couple and entourage are not important in the wedding package (mean value of 4.08). Practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package such as dressing room/facilities for bridal couple and entourage or not ($d=0.86$) regarding the factor *On-site accommodation* ($p=0.01$). Therefore, respondents who feel services/facilities such as the dressing room/facilities for bridal couple and entourage are a must-have in a wedding package consider *On-site accommodation* to be more important (mean value of 3.94) than respondents who feel that services/facilities such as the dressing room/facilities for bridal couple and entourage are not important in the wedding package (mean value of 2.98). Practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as dressing room/facilities for bridal couple and entourage or not ($d=0.35$), regarding the factor *Location capabilities/capacity* ($p=0.02$). Therefore, respondents who feel services/facilities such as the dressing room/facilities for bridal couple and entourage are a must-have in a wedding package consider *Location capabilities/capacity* to be more important (mean value of 3.93) than respondents who feel that services/facilities such as the dressing room/facilities for bridal couple and entourage are not important in the wedding package (mean value of 3.69).

4.6.11 T-test: Services/facilities that are considered to be a must-have in a wedding package (honeymoon suite)

A *t*-test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as honeymoon suite or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.14 below).

Table 4.14: Results of descriptive statistics and effect sizes between honeymoon suite included in package or not

PACKAGE: HONEYMOON SUITE		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	289	4.32	0.64	0.05*	0.24
	No	90	4.16	0.65		
Add-on services	Yes	290	2.93	1.09	0.26	0.12
	No	91	2.80	0.95		

On-site accommodation	Yes	290	4.02	0.77	0.01*	0.90***
	No	91	3.11	1.00		
Location capabilities/capacity	Yes	290	3.93	0.65	0.05*	0.23
	No	91	3.78	0.61		
Affordability	Yes	290	4.06	0.90	0.70	0.05
	No	91	4.10	0.90		
Renowned venue	Yes	290	3.68	0.93	0.63	0.06
	No	91	3.62	0.96		
Hands-on staff/service	Yes	290	4.12	0.70	0.01*	0.38**
	No	91	3.79	0.84		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**), and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.14 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as honeymoon suite or not ($d=0.90$), regarding the factor *On-site accommodation* ($p=0.01$). Therefore, respondents who feel services/facilities such as the honeymoon suite are a must-have in a wedding package consider *On-site accommodation* to be more important (mean value of 4.02) than respondents who feel that services/facilities such as the honeymoon are not important in the wedding package (mean value of 3.11). Practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as honeymoon suite or not ($d=0.38$), regarding the factor *Hands-on staff/service* ($p=0.01$). Therefore, respondents who feel services/facilities such as the honeymoon suite are a must-have in a wedding package consider *Hands-on staff/service* to be more important (mean value of 4.12) than respondents who feel that services/facilities such as the honeymoon suite are not important in the wedding package (mean value of 3.79).

4.6.12 T-test: Services/facilities that are considered to be a must-have in a wedding package (accommodation for entourage)

A *t*-test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as accommodation for entourage or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.15 below).

Table 4.15: Results of descriptive statistics and effect sizes between accommodation for entourage included in package or not

PACKAGE: ACCOMMODATION FOR ENTOURAGE		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	176	4.26	0.62	0.52	0.06
	No	202	4.30	0.66		
Add-on services	Yes	177	3.20	1.07	0.01*	0.52**
	No	203	2.64	0.98		

On-site accommodation	Yes	177	4.03	0.76	0.01*	0.44**
	No	203	3.59	0.99		
Location capabilities/capacity	Yes	177	3.91	0.65	0.80	0.03
	No	203	3.89	0.64		
Affordability	Yes	177	3.98	0.89	0.10	0.17
	No	203	4.14	0.90		
Renowned venue	Yes	177	3.68	0.91	0.73	0.03
	No	203	3.65	0.96		
Hands-on staff/service	Yes	177	4.07	0.66	0.45	0.07
	No	203	4.02	0.82		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.15 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as accommodation for entourage or not ($d=0.52$), regarding the factor *Add-on services* ($p=0.01$). Therefore, respondents who feel services/facilities such as the accommodation for entourage are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.20) than respondents who feel services/facilities such as the accommodation for entourage are not important in the wedding package (mean value of 2.64). Practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as accommodation for entourage or not ($d=0.44$), regarding the factor *On-site accommodation* ($p=0.01$). Therefore, respondents who feel services/facilities such as the accommodation for entourage are a must-have in a wedding package consider *On-site accommodation* be more important (mean value of 4.03) than respondents who feel that accommodation for entourage are not important in the wedding package (mean value of 3.59).

4.6.13 T-test: Services/facilities that are considered to be a must-have in a wedding package (in-house wedding planner/coordinator)

A t -test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as in-house wedding planner/coordinator or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.16 below).

Table 4. 16: Results of descriptive statistics and effect sizes between in-house wedding planner/coordinator included in package or not

PACKAGE: IN-HOUSE WEDDING PLANNER/COORDINATOR		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	191	4.33	0.56	0.13	0.14
	No	188	4.23	0.71		
Add-on services	Yes	192	3.06	1.03	0.01*	0.31
	No	189	2.74	1.06		
On-site accommodation	Yes	192	3.85	0.90	0.27	0.11
	No	189	3.75	0.93		

Location capabilities/capacity	Yes	192	3.94	0.61	0.15	0.14
	No	189	3.85	0.68		
Affordability	Yes	192	4.09	0.88	0.47	0.07
	No	189	4.03	0.92		
Renowned venue	Yes	192	3.74	0.91	0.08	0.17
	No	189	3.57	0.96		
Hands-on staff/service	Yes	192	4.28	0.63	0.01*	0.63**
	No	189	3.79	0.79		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.16 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as in-house wedding planner/coordinator or not ($d=0.63$), regarding the factor *Hands-on staff/service* ($p=0.01$). Therefore, respondents who feel services/facilities such as in-house wedding planner/coordinator is a must-have in a wedding package consider *Hands-on staff/service* to be more important (mean value of 4.28) than respondents who feel that in-house wedding planner/coordinator are not important in the wedding package (mean value of 3.79).

4.6.14 T-test: Services/facilities that are considered to be a must-have in a wedding package (reception set-up)

A t -test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as reception set-up or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.17 below).

Table 4.17: Results of descriptive statistics and effect sizes between reception set-up included in package or not

PACKAGE: RECEPTION SET UP INCLUDING FURNITURE, CROCKERY, CUTLERY, GLASSWARE AND LINEN.		N	Mean	Std. deviation	t -test p -value	Effect size
Well-managed facilities	Yes	332	4.30	0.63	0.13	0.23
	No	48	4.14	0.69		
Add-on services	Yes	334	2.91	1.05	0.66	0.07
	No	48	2.83	1.10		
On-site accommodation	Yes	334	3.86	0.87	0.01*	0.46**
	No	48	3.35	1.11		
Location capabilities/capacity	Yes	334	3.91	0.65	0.24	0.18
	No	48	3.79	0.64		
Affordability	Yes	334	4.07	0.90	0.61	0.08
	No	48	4.00	0.89		
Renowned venue	Yes	334	3.67	0.93	0.56	0.09
	No	48	3.58	0.99		
Hands-on staff/service	Yes	334	4.09	0.72	0.01*	0.49**
	No	48	3.67	0.85		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.17 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as venue set-up or not ($d=0.46$), regarding the factor *On-site accommodation* ($p=0.01$). Therefore, respondents who feel services/facilities such as venue set-up is a must-have in a wedding package consider *On-site accommodation* to be more important (mean value of 3.86) than respondents who feel that venue set-up is not important in the wedding package (mean value of 3.35). Practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as venue set-up or not ($d=0.49$), regarding the factor *Hands-on service* ($p=0.01$). Therefore, respondents who feel services/facilities such as venue set-up are a must-have in a wedding package consider *Hands-on service* to be more important (mean value of 4.09) than respondents who feel that venue set-up is not important in the wedding package (mean value of 3.67).

4.6.15 T-test: Services/facilities that are considered to be a must-have in a wedding package (dance floor)

A *t*-test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as dance floor or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.18 below).

Table 4.18: Results of descriptive statistics and effect sizes between dance floor included in package or not

PACKAGE: DANCE FLOOR		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	328	4.32	0.59	0.02*	0.35**
	No	49	4.01	0.88		
Add-on services	Yes	329	2.92	1.06	0.24	0.18
	No	50	2.72	1.09		
On-site accommodation	Yes	329	3.85	0.88	0.01*	0.41**
	No	50	3.42	1.06		
Location capabilities/capacity	Yes	329	3.97	0.60	0.01*	0.68***
	No	50	3.46	0.75		
Affordability	Yes	329	4.10	0.86	0.16	0.21
	No	50	3.86	1.13		
Renowned venue	Yes	329	3.69	0.91	0.28	0.17
	No	50	3.50	1.12		
Hands-on staff/service	Yes	329	4.08	0.73	0.04*	0.31
	No	50	3.80	0.87		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.18 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as dance floor or not ($d=0.35$), regarding the factor *Well-managed* ($p=0.02$). Therefore, respondents who feel

services/facilities such as dance floor are a must-have in a wedding package consider *Well-managed* to be more important (mean value of 4.32) than respondents who feel that dance floor is not important in the wedding package (mean value of 4.01). Practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as dance floor or not ($d=0.41$), regarding the factor *On-site accommodation* ($p=0.01$). Therefore, respondents who feel services/facilities such as dance floor are a must-have in a wedding package consider *On-site accommodation* to be more important (mean value of 3.85) than respondents who feel that dance floor is not important in the wedding package (mean value of 3.42). Practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as dance floor or not ($d=0.68$), regarding the factor *Location capabilities/capacity* ($p=0.01$). Therefore, respondents who feel services/facilities such as dance floor are a must-have in a wedding package consider *Location capabilities/capacity* to be more important (mean value of 3.97) than respondents who feel that dance floor is not important in the wedding package (mean value of 3.46).

4.6.16 T-test: Services/facilities that are considered to be a must-have in a wedding package (flower/décor hire)

A *t*-test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as flower/décor hire or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.19 below).

Table 4.19: Results of descriptive statistics and effect sizes between flower/décor hire included in package or not

PACKAGE: FLOWERS/ DÉCOR HIRE		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	204	4.27	0.70	0.61	0.05
	No	174	4.30	0.57		
Add-on services	Yes	206	3.26	1.01	0.01*	0.80***
	No	174	2.46	0.94		
On-site accommodation	Yes	206	3.81	0.89	0.68	0.04
	No	174	3.77	0.95		
Location capabilities/capacity	Yes	206	3.89	0.70	0.79	0.03
	No	174	3.91	0.57		
Affordability	Yes	206	3.99	0.94	0.08	0.17
	No	174	4.15	0.86		
Renowned venue	Yes	206	3.69	0.94	0.43	0.08
	No	174	3.62	0.94		
Hands-on staff/service	Yes	206	4.04	0.77	0.93	0.01
	No	174	4.03	0.73		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**), and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.19 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as flower/décor hire or not ($d=0.80$), regarding the factor *Add-on services* ($p=0.01$). Therefore, respondents who feel services/facilities such as flower/décor hire are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.26) than respondents who feel that flower/décor hire is not important in the wedding package (mean value of 2.46).

4.6.17 T-test: Services/facilities that are considered to be a must-have in a wedding package (make-up artist/hair stylist)

A *t*-test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as make-up artist/hair stylist or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.20 below).

Table 4.20: Results of descriptive statistics and effect sizes between make-up artist/hair stylist included in package or not

PACKAGE: MAKE-UP ARTIST/HAIR STYLIST		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	93	4.19	0.79	0.16	0.16
	No	285	4.31	0.59		
Add-on services	Yes	95	3.67	0.88	0.01*	1.05***
	No	285	2.63	0.99		
On-site accommodation	Yes	95	3.78	0.94	0.87	0.02
	No	285	3.80	0.91		
Location capabilities/capacity	Yes	95	3.95	0.72	0.39	0.10
	No	285	3.88	0.62		
Affordability	Yes	95	4.05	0.84	0.85	0.02
	No	285	4.07	0.93		
Renowned venue	Yes	95	3.78	0.86	0.13	0.17
	No	285	3.62	0.96		
Hands-on staff/service	Yes	95	3.97	0.82	0.31	0.12
	No	285	4.06	0.73		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.20 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as make-up artist/hair stylist or not ($d=1.05$), regarding the factor *Add-on services* ($p=0.01$). Therefore, respondents who feel services/facilities such as make-up artist/hair stylist are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.67) than respondents who feel that make-up artist/hair stylist is not important in the wedding package (mean value of 2.63).

4.6.18 T-test: Services/facilities that are considered to be a must-have in a wedding package (photographer services)

A *t*-test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as photographer services or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.21 below).

Table 4.21: Results of descriptive statistics and effect sizes between photographer services included in package or not

PACKAGE: PHOTOGRAPHER SERVICES		N	Mean	Std. deviation	t-test <i>p</i> -value	Effect size
Well-managed facilities	Yes	103	4.22	0.76	0.29	0.12
	No	275	4.30	0.60		
Add-on services	Yes	104	3.64	0.92	0.01*	1.05***
	No	276	2.61	0.97		
On-site accommodation	Yes	104	3.83	0.93	0.62	0.06
	No	276	3.78	0.92		
Location capabilities/capacity	Yes	104	3.96	0.73	0.30	0.12
	No	276	3.87	0.61		
Affordability	Yes	104	4.07	0.86	0.89	0.02
	No	276	4.06	0.92		
Renowned venue	Yes	104	3.75	0.89	0.21	0.14
	No	276	3.62	0.95		
Hands-on staff/service	Yes	104	4.01	0.75	0.66	0.05
	No	276	4.05	0.75		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (*d*) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.21 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as photography services or not ($d=1.05$), regarding the factor *Add-on services* ($p=0.01$). Therefore, respondents who feel services/facilities such as photography services are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.64) than respondents who feel that photography services are not important in the wedding package (mean value of 2.61).

4.6.19 T-test: Services/facilities that are considered to be a must-have in a wedding package (videographer services)

A *t*-test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as videographer services or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.22 below).

Table 4.22: Results of descriptive statistics and effect sizes between videographer services included in package or not

PACKAGE: VIDEOGRAPHER SERVICES		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	89	4.24	0.68	0.49	0.08
	No	288	4.30	0.63		
Add-on services	Yes	90	3.69	0.88	0.01*	1.07***
	No	289	2.64	0.99		
On-site accommodation	Yes	90	3.88	0.91	0.29	0.13
	No	289	3.77	0.92		
Location capabilities/capacity	Yes	90	3.99	0.66	0.14	0.18
	No	289	3.87	0.64		
Affordability	Yes	90	4.10	0.81	0.65	0.05
	No	289	4.05	0.93		
Renowned venue	Yes	90	3.75	0.93	0.30	0.12
	No	289	3.63	0.94		
Hands-on staff/service	Yes	90	4.05	0.72	0.90	0.01
	No	289	4.04	0.77		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.22 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as videography services or not ($d=1.07$), regarding the factor *Add-on services* ($p=0.01$). Therefore, respondents who feel services/facilities such as videography services are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.69) than respondents who feel that videography services are not important in the wedding package (mean value of 2.64).

4.6.20 T-test: Services/facilities that are considered to be a must-have in a wedding package (wedding cake)

A t -test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as wedding cake or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.23 below).

Table 4.23: Results of descriptive statistics and effect sizes between wedding cake included in package or not

PACKAGE: WEDDING CAKE		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	112	4.24	0.68	0.46	0.08
	No	266	4.30	0.63		
Add-on services	Yes	114	3.58	0.96	0.01*	1.03***
	No	266	2.60	0.96		
On-site accommodation	Yes	114	3.89	0.89	0.17	0.15
	No	266	3.75	0.93		
Location capabilities/capacity	Yes	114	3.93	0.69	0.48	0.08



	No	266	3.88	0.63		
Affordability	Yes	114	4.07	0.86	0.85	0.02
	No	266	4.06	0.92		
Renowned venue	Yes	114	3.79	0.84	0.06	0.19
	No	266	3.60	0.97		
Hands-on staff/service	Yes	114	4.00	0.77	0.57	0.06
	No	266	4.05	0.75		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.23 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as wedding cake or not ($d=1.03$), regarding the factor *Add-on services* ($p=0.01$). Therefore, respondents who feel services/facilities such as wedding cake are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.58) than respondents who feel that wedding cakes are not important in the wedding package (mean value of 2.60).

4.6.21 T-test: Services/facilities that are considered to be a must-have in a wedding package (limousine, wedding car or carriage rental)

A *t*-test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as limousine, wedding car or carriage rental or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.24 below).

Table 4. 24: Results of descriptive statistics and effect sizes between limousine, wedding car or carriage rental included in package or not

PACKAGE: LIMOUSINE, WEDDING CAR OR CARRIAGE RENTAL		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	70	4.22	0.69	0.41	0.11
	No	308	4.29	0.63		
Add-on services	Yes	71	3.67	0.89	0.01*	0.94***
	No	309	2.72	1.01		
On-site accommodation	Yes	71	3.98	0.75	0.03*	0.24
	No	309	3.75	0.95		
Location capabilities/capacity	Yes	71	4.05	0.64	0.03*	0.30
	No	309	3.86	0.64		
Affordability	Yes	71	4.08	0.76	0.86	0.02
	No	309	4.06	0.93		
Renowned venue	Yes	71	3.87	0.83	0.03*	0.27
	No	309	3.61	0.95		
Hands-on staff/service	Yes	71	3.98	0.77	0.49	0.09
	No	309	4.05	0.75		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.24 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as limousine, wedding car or carriage rental or not ($d=0.94$) regarding the factor *Add-on services* ($p=0.01$). Therefore, respondents who feel services/facilities such as limousine, wedding car or carriage rental are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.67) than respondents who feel that limousine, wedding car or carriage rental is not important in the wedding package (mean value of 2.72).

4.6.22 T-test: Services/facilities that are considered to be a must-have in a wedding package (graphic design and printing services)

A *t*-test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as graphic design and printing services or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.25 below).

Table 4.25: Results of descriptive statistics and effect sizes between graphic design and printing services included in package or not

PACKAGE: GRAPHIC DESIGN AND PRINTING SERVICES FOR WEDDING INVITATIONS, MENUS, ETC.		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	82	4.21	0.71	0.30	0.13
	No	295	4.30	0.63		
Add-on services	Yes	83	3.66	0.81	0.01*	0.96***
	No	296	2.68	1.02		
On-site accommodation	Yes	83	3.91	0.82	0.15	0.16
	No	296	3.76	0.94		
Location capabilities/capacity	Yes	83	3.97	0.66	0.24	0.15
	No	296	3.87	0.64		
Affordability	Yes	83	4.14	0.83	0.35	0.11
	No	296	4.04	0.92		
Renowned venue	Yes	83	3.73	0.83	0.41	0.09
	No	296	3.64	0.97		
Hands-on staff/service	Yes	83	4.03	0.73	0.99	0.00
	No	296	4.04	0.76		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.25 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as graphic design and printing services or not ($d=0.96$), regarding the factor *Add-on services* ($p=0.01$). Therefore, respondents who feel services/facilities such as graphic design and printing services are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.66) than respondents who feel that graphic design and printing services are not important in the wedding package (mean value of 2.68).



4.6.23 T-test: Services/facilities that are considered to be a must-have in a wedding package (entertainment/DJ)

A *t*-test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as entertainment/DJ or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.26 below).

Table 4.26: Results of descriptive statistics and effect sizes between entertainment/DJ included in package or not

PACKAGE: ENTERTAINMENT/ DJ		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	195	4.29	0.61	0.67	0.04
	No	181	4.26	0.68		
Add-on services	Yes	197	3.21	1.03	0.01*	0.63**
	No	181	2.56	0.99		
On-site accommodation	Yes	197	3.85	0.85	0.24	0.11
	No	181	3.74	0.99		
Location capabilities/capacity	Yes	197	3.94	0.65	0.16	0.14
	No	181	3.84	0.64		
Affordability	Yes	197	4.16	0.81	0.03*	0.20
	No	181	3.96	0.99		
Renowned venue	Yes	197	3.69	0.92	0.48	0.07
	No	181	3.62	0.96		
Hands-on staff/service	Yes	197	4.03	0.73	0.93	0.01
	No	181	4.04	0.78		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (*d*) is categorised as medium (0.5**), and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.26 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as entertainment/DJ or not ($d=0.63$) regarding the factor *Add-on services* ($p=0.01$). Therefore, respondents who feel services/facilities such as entertainment/DJ are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.21) than respondents who feel that entertainment/DJ is not important in the wedding package (mean value of 2.56).

4.6.24 T-test: Services/facilities that are considered to be a must-have in a wedding package (other services/facilities)

A *t*-test was used to determine possible statistically significant differences in the mean values of services/facilities that are considered to be a must-have in a wedding package, such as other services/facilities or not (independent variable), based on the seven key factors (dependent variables) (see Table 4.27 below).



Table 4.27: Results of descriptive statistics and effect sizes between other facilities/services included in package or not

PACKAGE: OTHER		N	Mean	Std. deviation	t-test p-value	Effect size
Well-managed facilities	Yes	48	4.22	0.66	0.47	0.11
	No	330	4.29	0.64		
Add-on services	Yes	49	3.77	0.84	0.01*	0.99***
	No	331	2.76	1.03		
On-site accommodation	Yes	49	4.07	0.78	0.01*	0.33
	No	331	3.75	0.93		
Location capabilities/capacity	Yes	49	4.01	0.65	0.20	0.20
	No	331	3.88	0.65		
Affordability	Yes	49	4.10	0.78	0.71	0.05
	No	331	4.06	0.92		
Renowned venue	Yes	49	3.85	0.89	0.12	0.23
	No	331	3.63	0.94		
Hands-on staff/service	Yes	49	4.12	0.69	0.40	0.12
	No	331	4.03	0.76		

*Statistically significant: $p \leq 0.05$ (Pallant, 2016:259)

Effect size (d) is categorised as medium (0.5**) and large (0.8***), (Cohen, 1988; Ellis & Steyn, 2003:53; Maree, 2016:234)

Table 4.27 reveals that practically significant differences exist between services/facilities that are considered to be a must-have in a wedding package, such as other facilities/services or not ($d=0.99$) regarding the factor *Add-on services* ($p=0.01$). Therefore, respondents who feel services/facilities such as other facilities/services are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.77) than respondents who feel that other facilities/services are not important in the wedding package (mean value of 2.76).

4.7 CONCLUSION:

The aim of this chapter was to discuss the method of research thoroughly, to determine the profile of prospective wedding couples and also the key aspects/factors/attributes contributing to wedding venue selection by prospective couples. This research is essential to understanding the wants and needs of prospective wedding couples when selecting a wedding venue. From the research, it is evident that specific key factors are more essential and contribute to the wedding venue selection of prospective couples. With this research knowledge, recommendations can be formalised to help wedding venue managers/owners to understand prospective wedding couples and to better cater for their needs.



CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

*The real act of marriage takes place in the heart. It's a choice you make -not just on your wedding day, but over and over again- and is reflected in the way you treat your husband or wife.”
-Barbara de Angelis*

5.1 INTRODUCTION

The aim of this study was to determine the attributes contributing to wedding venue selection. This was done through the following objectives that were set in Chapter 1 and pursued in the study. The objectives were as follows:

- **Objective 1:** To provide a literature overview (Chapter 2) of the events sector; weddings as a form of special events; the history behind wedding traditions/practices; the changes in- and latest wedding trends; and an overview of the South African wedding industry.
- **Objective 2:** To provide a literature overview (Chapter 3) of marketing theory relating to consumer behaviour, purchase behaviour and decision-making processes, with a special focus on the wedding industry and wedding/bridal consumers. Priority to be granted to the aspects/factors/attributes that contribute to wedding venue selection.
- **Objective 3:** To determine the key aspects/factors/attributes contributing to wedding venue selection of prospective wedding couples in Gauteng, South Africa, by means of empirical research (an exploratory factor analysis with further ANOVAs and *t*-tests conducted on demographic and behavioural independent variables) (Chapter 4).
- **Objective 4:** Based on the results of the study, to draw conclusions and make recommendations for the managers/marketers of wedding venues in Gauteng, South Africa.



5.2 CONCLUSIONS

From this research, the following conclusions can be drawn:

5.2.1 Conclusions regarding Objective 1: Literature overview of the events sector; weddings as a form of special events; the history behind wedding traditions/practices; the changes in- and latest wedding trends; and an overview of the South African wedding industry

- The tourism industry is one of the most important industries in the world's economy, with an extremely high indicated growth rate, and therefore the growth rate established the tourism industry as a principal sector (cf. 2.1).
- Various sectors make up the tourism industry (cf. 2.2).
- The event sector is seen as an important motivator for the tourism industry (cf. 2.2).
- Events can be described as a unique 'once in a lifetime' moment that satisfies an individual's needs (cf. 2.2).
- A model of a diagrammatic event framework by Tassiopoulos; typology of planned events by Getz, and the categorising special events by Shone and Parry as well as a merged version of the three figures were developed to cater for the special/private/personal event (cf. 2.2).
- The definition of marriage differs according to culture (cf. 2.3).
- The first wedding will stay unknown, but it is believed that group weddings were the first union (cf. 2.3).
- Prospective grooms would approach the prospective bride's father to ask her hand in marriage; daughters were seen as property (cf. 2.3.1).
- Ancient wedding traditions continued into modern days and are still practised today, although some are forgotten (cf. 2.3.1).
- History of certain traditions according to certain time periods and cultures, such as ancient Egyptians, Roman Empire, Vikings, Japan, Scotland, Mexico, America, England, Europe, The USA., Victorian era, Medieval times, Germany (cf. 2.3.1).
- Prospective wedding couples prefer their weddings to be personalised, individualistic and creative with certain older wedding traditions (cf. 2.3.2).
- Evolving wedding trends in South Africa arise and go; recent and latest wedding trends include trends regarding the use of technology, trends regarding the wedding budget, trends regarding the number of wedding guests, trends regarding more personalised wedding alternatives, trends regarding the wedding venue themes and décor, trends regarding menu planning, trends regarding wedding dates, time of year and time of day,

trends regarding wedding gifts, wedding attire trends, trends regarding the wedding entertainment, trends regarding South Africa as a wedding destination (cf. 2.3.2).

- The average cost of a wedding in South Africa is approximately R70 000 to R80 000 for 80 to 100 guests (cf. 2.4).
- In South Africa, there are three types of marriages, such as civil marriages, customary marriages and civil union (cf. 2.4).
- The Gauteng Province accounts for the highest number of registered weddings in South Africa (cf. 2.4).
- The average age for a bride to be married is between 25 and 29 years and the groom between 30 and 34 years, and 14 grooms and 172 brides were under the age of 18 years in South Africa (cf. 2.4).
- Divorce rates are increasing, wives usually initiate divorce, because women are growing to be more financially independent (cf. 2.4).
- The wedding industry is globally worth around \$300 billion annually with various benefits (cf. 2.5).

5.2.2 Conclusions regarding Objective 2: Literature overview of marketing theory relating to consumer behaviour, purchase behaviour and decision-making processes, with a special focus on the wedding industry and wedding/bridal consumers. Priority to be granted to the aspects/factors/attributes that contribute to wedding venue selection

- The emotions of the couple lead them to plan a wedding and make the wedding memorable. A wedding is the manifestation of a couple's emotions, and therefore a type of consumer behaviour and the inner process of emotion about the product (cf. 3.1).
- Marketing is the process by which demand arises for economic products and services. It is also a structure of business activities designed to price, place, promote and distribute products and services to present and future possible customers (cf. 3.2).
- To fulfil consumers' needs, marketers must provide value to customers based on their needs and preferences. It is therefore also crucial to understand their consumers' behaviour and decision-making processes (cf. 3.2.1).
- Consumer buying behaviour refers to the buying behaviour of customers, individuals and households who buy products and services for their personal consumption (cf. 3.2.1).
- Marketers carefully evaluate consumer behaviour so that they can stay competitive (cf. 3.2.1).
- The model of buying behaviour by Kotler *et al.* explains the buying behaviour (cf. 3.2.1).

- The figure *Factor influencing behaviour by Hudson and Hudson as well as Hudson* explains the aspects influencing the buying behaviour (cf. 3.2.2); motivation (cf. 3.2.2.1), culture (cf. 3.2.2.2), age and gender (cf. 3.2.2.3), social class (cf. 3.2.2.4), lifestyle (cf. 3.2.2.5), lifecycle (cf. 3.2.2.6) and reference groups (cf. 3.2.2.7).
- The decision-making process is essential to understanding consumers' behaviour. Consumers' purchase behaviour is generally predicted by their decision-making process (cf. 3.2.3).
- Although all decision-making processes differ, consumers usually pass through five general decision-making stages with each purchase (cf. 3.2.3); i.e. need recognition (cf. 3.2.3.1), information search (cf. 3.2.3.2), evaluation of alternatives (cf. 3.2.3.3), purchase decision (cf. 3.2.3.4) and post-purchase behaviour (cf. 3.2.3.5).
- The selection of an ideal wedding venue and related facilities/services is usually based on different aspects/factors/attributes. These can include the reputation, location, accessibility, capacity, theme/style, ambiance and availability of the venue, the wedding package attractiveness and menu options, among many more. Therefore, the selection of an ideal wedding venue entails a significant decision-making process for the prospective wedding couples (cf. 3.3).
- The planning of a wedding event, and particularly the decision processes associated with selecting a wedding venue and related facilities/services is an extremely important process for both prospective wedding couples and family/friends (cf. 3.3).
- The *proposed decision-making model for wedding banquet venue selection* by Lau and Hui is explained (cf. 3.3).
- Aspects/factors/attributes influencing the selection of wedding venues and related facilities/services are identified in the literature (cf. 3.4). These include:
 - The venue's reputation and status as a popular/renowned wedding venue (cf. 3.4.1).
 - The venue's ability to accommodate unique/'out of the ordinary' ideas for our wedding day (cf. 3.4.2).
 - The exterior appearance of the premises, i.e. buildings and landscaping (cf. 3.4.3).
 - The cost/affordability of the venue and related facilities/services (cf. 3.4.4).
 - The availability of wedding package deals at discounted rates (cf. 3.4.5).
 - The seating capacity, layout and spaciousness of the venue (cf. 3.4.6).
 - Availability/ability to accommodate a dance floor (cf. 3.4.7).
 - The privacy and tranquil atmosphere of the premises/venue (cf. 3.4.8).
 - The location and accessibility of the venue (cf. 3.4.9).
 - The provision of adequate signage and direction on and off the premises (cf. 3.4.10).
 - The availability of the venue on a specific date (cf. 3.4.11).

- The cancelation policy/penalties when booking the venue (cf. 3.4.12).
- The venue's ability to accommodate the theme/colour scheme of our wedding (cf. 3.4.13).
- The availability of church/chapel facilities on the premises (cf. 3.4.14).
- Availability of dressing room facilities for bride/groom/wedding entourage (cf. 3.4.15).
- The availability of a honeymoon suite on the premises (cf. 3.4.16).
- The availability of accommodation for wedding guests on the premises (cf. 3.4.17).
- A set-up service by the venue for the wedding service/reception (cf. 3.4.18).
- The service of an on-site/in-house wedding planner/coordinator (cf. 3.4.19).
- Regular and effective communication from wedding venue personal organisers (cf. 3.4.20).
- Skilled, professional and capable staff (organisers, waiters, security staff, and cleaners) (cf. 3.4.21).
- The service of on-site make-up artists, hair stylists recommended/affiliated with the venue (cf. 3.4.22).
- The service of a photographer and/or videographer recommended/affiliated with the venue (cf. 3.4.23).
- On-site floral design & décor hire service recommended/affiliated with the venue (cf. 3.4.24).
- The aesthetics of the premises and surroundings for photographic purposes (cf. 3.4.25).
- Quality furniture, crockery, glassware linen provided by the venue (cf. 3.4.26).
- The overall maintenance, up-keep and cleanliness of the facilities/premises (cf. 3.4.27).
- Well-maintained sufficient restroom facilities (cf. 3.4.28).
- The availability of facilities for small children (cf. 3.4.29).
- Facilities that cater for the elderly or disabled (cf. 3.4.30).
- The venue's ability to manage unforeseen/bad weather conditions (cf. 3.4.31).
- Indoor temperature/climate control capabilities of the venue (heating, air-conditioning) (cf. 3.4.32).
- Venue's ability to manage power failures/provide sufficient power supply (generator) (cf. 3.4.33).
- Availability of safe/security monitored parking facilities at the venue (cf. 3.4.34).
- The venue's ability to effectively manage safety, security and emergency situations (cf. 3.4.35).
- The light/lighting (natural and/or power sourced) capabilities of the venue (cf. 3.4.36).

- Quality of food & beverage/catering service (food choices/options, menu planning, wine selection, special dietary requirements, bar facilities) (cf. 3.4.37).
- Wedding cake design and supply service offered by the venue (cf. 3.4.38).
- Graphic design/printing service for wedding invitation, menu's etc. (cf. 3.4.39).
- The venue's ability to provide celebrant/marriage officer services (cf. 3.4.40).
- Limousine, wedding car or carriage rental services by the venue (cf. 3.4.41).
- The venue's policy regarding noise/sound restriction and ending times (cf. 3.4.42).

5.2.3 Conclusions regarding Objective 3: To determine the key aspects/factors /attributes contributing to wedding venue selection of prospective wedding couples in Gauteng, South Africa, by means of empirical research (an exploratory factor analysis with further ANOVAs and *t*-tests conducted on demographic and behavioural independent variables)

- The descriptive profile of the prospective bedding couple is 83% female and 17% male (cf. 4.4.1), mostly between the ages 26 and 30 years (40%) and 25 and younger (38%) the average age of prospective brides/grooms is 28 years (cf. 4.4.2) residing in Johannesburg (32%) or Pretoria/Centurion (27%) (cf. 4.4.4).
- The respondents mostly have an occupation of marketing/sales (17%) or medical/health (17%) (cf. 4.4.5) with a degree (33%) or post-graduate (28%) qualification (cf. 4.4.6).
- Prospective wedding couples mostly have an income level of R240 001 to R360 000 (18%) (cf. 4.4.7) with the wedding budget mostly going towards catering (R35 988) and venue/chapel/dressing rooms/honeymoon suite (R26 192) (cf. 4.4.8).
- The prospective groom is accountable for most of the wedding cost (30%) and the bride 27% (cf. 4.4.9), but the parents of the bride contribute an average of R71 108 to the wedding and the prospective groom an average of R55 314 (cf. 4.4.10).
- Prospective wedding couples tend to invite 76 to 100 guests to their wedding (cf. 4.4.11), hosting their wedding in Pretoria/Centurion (33%) or Johannesburg (15%) (cf. 4.4.12).
- Prospective wedding couples tend to host their wedding in the afternoon/evening (87%) (cf. 4.4.13), during the weekend (91%) (cf. 4.4.14), in January, February or July (cf. 4.4.15).
- Eighty-one percent of prospective wedding couples do not utilise the facilities/services of a wedding planner (cf. 4.4.16).
- Internet/websites (24%) and Facebook/social media (20%) are the marketing media utilised in search of a wedding venue (cf. 4.4.17).
- The aspects considered to be the most important were well-maintained, sufficient restroom facilities (mean value of 4.55), quality of food & beverage/catering services (food choices/options, menu planning, wine selection, special dietary requirements, bar service)

(mean value of 4.52), the overall maintenance, up-keep and cleanliness of the facilities/premises (mean value of 4.50), the venue's ability to manage unforeseen/bad weather conditions (mean value of 4.36) and skilled, professional and capable staff (organisers, waiters, security staff, cleaners, etc.) (mean value of 4.34) (cf. 4.4.18).

- The aspects considered to be the least important were Limousine, wedding car or carriage rental services by the venue (mean value of 2.50), the services of on-site make-up artists, hair stylists recommended/affiliated with the venue (mean value of 2.83), wedding cake design and supply services offered by the venue (mean value of 2.84), the venue's ability to provide celebrant/marriage officer services (mean value of 2.85) and wedding cake design and supply services offered by the venue (mean value of 2.90) (cf. 4.4.18).
- Banquet/reception hall hire (92%), reception set-up (furniture, crockery, cutlery) (87%), dance floor (87%), dressing room for bridal couple and entourage (85%) and chapel hire (84%) are considered to be the must-have services/facilities a prospective wedding couple considers in a wedding package (cf. 4.4.19).
- Below is a summary of the demographic and behavioural profile.

Table 5.1: Summative profile of prospective wedding couples

VARIABLE	Value (n =397)	VARIABLE	Value (n =397)
GENDER		AVERAGE CONTRIBUTIONS TO WEDDING COSTS	
Male	17%	Bride	R40 979
Female	83%	Groom	R55 314
PROSPECTIVE		Parents of bride	R71 108
Groom	14%	Parents of groom	R37 838
Bride	86%	Other	R26 444
AGE		Total	R231 683
25 years and younger	38%	NUMBER OF GUESTS TO ATTEND THE WEDDING	
26-30 years	40%	Small (≤ 75)	27%
31-35 years	15%	Medium (76-100)	37%
36 and older	7%	Large (101-150)	23%
Average age	28 yrs.	Very large (≥ 151)	14%
CITY/TOWN OF RESIDENCE		MOST LIKELY LOCATIONS TO HOST WEDDINGS	
Johannesburg	32%	Limpopo	5%
Pretoria/Centurion	27%	Mpumalanga	3%
East Rand of Johannesburg	15%	Pretoria/Centurion	33%
North West	9%	Johannesburg	15%
West Rand of Johannesburg	4%	East Rand of Johannesburg	4%
Free State	3%	West Rand of Johannesburg	9%
Southern Gauteng	2%	Southern Gauteng	1%
Limpopo	2%	North West	11%
Mpumalanga	2%	Free State	5%
Cape town	2%	KwaZulu-Natal	6%
KwaZulu-Natal	1%	Cape Town	5%
Outside RSA	1%	Outside RSA	3%
OCCUPATION		TIME OF DAY OF THE WEDDING	
Marketing/sales	17%	Morning-afternoon wedding	13%
Medical/health	17%	Afternoon-evening wedding	87%
Events/industry	13%		
Education	11%	TIME OF WEEK OF THE WEDDING	
Hair/beauty	11%	Midweek	9%
Auditing/bookkeeping/finance/legal	8%	Weekend	91%
Admin	8%	MOST LIKELY MONTH TO HOST THE WEDDING	

Engineering/architect/draughting/design/construction	6%	January (summer)	3%
Other	6%	February (summer)	4%
Student	2%	March (autumn)	8%
Management/business/consulting/logistics/operations	1%	April (autumn)	11%
LEVEL OF EDUCATION		May (autumn)	6%
Matric	18%	June (winter)	6%
Diploma/certificate	19%	July (winter)	4%
Degree	33%	August (winter)	10%
Post-graduate	28%	September (spring)	14%
other	2%	October (spring)	8%
GROSS INCOME CATEGORIES		November (spring)	10%
<R75 000	16%	December (summer)	16%
R75 001-R120 000	14%	PLANNING OF WEDDING WITH/WITHOUT A WEDDING PLANNER	
R120 001-R180 000	14%	With wedding planner	19%
R180 001-R240 000	16%	Without wedding planner	81%
R240 001-R360 000	18%	MARKETING MEDIA UTILISED IN SEARCHING FOR A WEDDING VENUE	
R360 001-R480 000	7%	Recommendations from wedding planners	6%
R480 001-R600 000	9%	Internet search/websites	24%
>R600 001	6%	Facebook/social media	20%
AVERAGE WEDDING BUDGET		Bridal magazines	13%
Catering	R35 988	Wedding Expos	16%
Venue/chapel/dressing room/honeymoon suite	R26 192	Word of mouth	15%
Wedding dress/bridal accessories	R17 253	Wedding directories	5%
Photography and videography	R16 048	Other	1%
Flowers and decor	R11 855	TOP 10 MUST-HAVE SERVICES/FACILITIES IN A WEDDING PACKAGE	
Apparel for groom & entourage	R9 793	Banquet/reception hall hire	92%
Entertainment	R7 850	Reception set up (furniture, crockery, cutlery)	87%
Accommodation for wedding entourage	R5 448	Dance floor	87%
Gifts, stationary/printing	R4 309	Dressing room for bridal couple and entourage	85%
Other	R556	Chapel hire	84%
Total	R135 292	Catering and bar service	83%
WHO IS ACCOUNTABLE FOR THE WEDDING COSTS		Honeymoon suite	76%
Groom	30%	Flowers/decor hire	54%
Bride	27%	Entertainment/DJ	52%
Parents of bride	24%	In-house wedding planner/coordinator	50%
Parents of groom	18%		
Other	1%		
TOP 5 IMPORTANT ASPECTS/SERVICES FOR SELECTING A WEDDING VENUE			AVERAGE
The exterior appearance of the premises i.e. buildings and landscaping			4.24
The costs/affordability of the venue and related services			4.27
The venue's ability to effectively manage safety, security & emergency situations			4.27
Availability of safe/security monitored parking facilities at the venue			4.28
Venue's ability to manage power failures/provide sufficient power supply (e.g. generators)			4.33
TOP 5 LEAST IMPORTANT ASPECTS/SERVICES FOR SELECTING A WEDDING VENUE			AVERAGE
Limousine, wedding car or carriage rental services by the venue			2.50
The services of on-site make-up artists, hair stylists recommended/affiliated with the venue			2.83
Wedding cake design and supply services offered by the venue			2.84
The venue's ability to provide celebrant/marriage officer services			2.85
Wedding cake design and supply services offered by the venue			2.90

- Seven key factors were identified, namely: well-managed facility (mean value of this factor 4.28), add-on services (mean value of this factor 2.94), on-site accommodation (mean value of this factor 3.81), location capabilities/capacity (mean value of this factor 3.91), affordability (mean value of this factor 4.07), renowned venue (mean value of this factor 3.68), hands-on staff/service (mean value of this 4.05) (cf. 4.5).
- A summary of the key factors are provided below:



Table 5.2: Key factors contributing to the wedding venue selection of prospective wedding couples

	FACTOR 1: Well managed facility	FACTOR 2: Add-on services	FACTOR 3: On-site accommodation	FACTOR 4: Location capabilities/capacity	FACTOR 5: Affordability	FACTOR 6: Renowned venue	FACTOR 7: Hands-on staff/service
Cronbach's Alpha's	0.898	0.914	0.796	0.793	0.748	0.538	0.775
Mean Value	4.28	2.94	3.81	3.91	4.07	3.68	4.05

- Respondents with a very high income considered *Add-on services* to be more important (mean value of 3.35) than respondents with a low income (mean value of 2.75), medium income (mean value of 2.84), or high income (mean value of 2.89) (cf. 4.6.1).
- Respondents with a high income therefore considered *Affordability* to be more important (mean value of 4.32) than respondents with a very high income (mean value of 3.96) (cf. 4.6.1).
- Respondents with a very high income therefore considered *Renowned venue* to be more important (mean value of 4.07) than respondents with a low income (mean value of 3.49), medium income (mean value of 3.61), or high income (mean value of 3.73) (cf. 4.6.1).
- Respondents with a very high wedding budget therefore considered *Add-on services* to be more important (mean value of 3.27) than respondents with a low wedding budget (mean value of 2.61) and medium wedding budget (mean value of 2.77) (cf. 4.6.2).
- Respondents with a very high wedding budget therefore considered *On-site accommodation* to be more important (mean value of 3.96) than respondents with a low wedding budget (mean value of 3.52) (cf. 4.6.2).
- Respondents with a low wedding budget therefore considered *Affordability* to be more important (mean value of 4.26) than respondents with a medium wedding budget (mean value of 4.15) and very high wedding budget (mean value of 3.73) (cf. 4.6.2).
- Respondents with a very high wedding budget therefore considered *Renowned venue* to be more important (mean value of 3.84) than respondents with a low wedding budget (mean value of 3.40) and high wedding budget (mean value of 3.80) (cf. 4.6.2).
- Respondents with a very large wedding therefore considered *add-on services* to be more important (mean value of 3.27) than respondents with a small wedding size by means of numbers of guests (mean value of 2.65) (cf. 4.6.3).
- Respondents with a very large wedding therefore considered *Location capabilities/capacity* to be more important (mean value of 4.07) than respondents with a small wedding (mean

- value of 3.65), medium wedding (mean value of 4.01), or large wedding (mean value of 4.00) (cf. 4.6.3).
- Respondents with a very large wedding therefore considered *Renowned venue* to be more important (mean value of 3.91) than respondents with a small wedding size by means of numbers of guests (mean value of 3.44) (cf. 4.6.3).
 - Respondents with an autumn wedding therefore considered *Add-on services* to be more important (mean value of 3.15) than respondents with a winter wedding (mean value of 2.60) (cf. 4.6.4).
 - Respondents with an autumn wedding therefore considered *Accommodation* to be more important (mean value of 4.06) than respondents with a spring wedding (mean value of 3.69) (cf. 4.6.4).
 - Respondents with an autumn wedding therefore considered *Affordability* to be more important (mean value of 4.25) than respondents with a spring wedding (mean value of 3.86) (cf. 4.6.4).
 - Respondents who utilise a wedding planner consider *Add-on services* to be more important (mean value of 3.56) than respondents planning a wedding without a wedding planner (mean value of 2.80) (cf. 4.6.5).
 - Respondents who utilise marketing media in search for a wedding venue through recommendations from wedding planners consider *Add-on services* to be more important (mean value of 3.30) than respondents who do not utilise marketing media such as recommendations for wedding planner (mean value of 2.84) (cf. 4.6.6).
 - Respondents who utilise marketing media in searching for a wedding venue through wedding expos consider *Add-on services* to be more important (mean value of 3.10) than respondents who do not utilise marketing media such as wedding expos (mean value of 2.73) (cf. 4.6.7).
 - Respondents who utilise marketing media in searching for a wedding venue through recommendations from wedding directories consider *Add-on services* to be more important (mean value of 3.24) than respondents not utilising marketing media such as wedding directories (mean value of 2.87) (cf. 4.6.8).
 - Respondents who feel services/facilities such as the chapel hire are a must-have in a wedding package consider *Accommodation* to be more important (mean value of 3.87) than respondents who feel that services/facilities such as the chapel hire are not important in the wedding package (mean value of 3.41) (cf. 4.6.9).
 - Respondents who feel services/facilities such as the chapel hire are a must-have in a wedding package consider *Location capabilities/capacity* to be more important (mean value

of 3.95) than respondents who feel that services/facilities such as the chapel hire are not important in the wedding package (mean value of 3.65). (cf. 4.6.9).

- Respondents who feel services/facilities such as the dressing room/facilities for bridal couple and entourage are a must-have in a wedding package consider *Well-managed facility* to be more important (mean value of 4.31) than respondents who feel that services/facilities such as the dressing room/facilities for bridal couple and entourage are not important in the wedding package (mean value of 4.08) (cf. 4.6.10).
- Respondents who feel services/facilities such as the dressing room/facilities for bridal couple and entourage are a must-have in a wedding package consider *On-site accommodation* to be more important (mean value of 3.94) than respondents who feel that services/facilities such as the dressing room/facilities for bridal couple and entourage are not important in the wedding package (mean value of 2.98) (cf. 4.6.10).
- Respondents who feel services/facilities such as the dressing room/facilities for bridal couple and entourage are a must-have in a wedding package consider *Location capabilities/capacity* to be more important (mean value of 3.93) than respondents who feel that services/facilities such as the dressing room/facilities for bridal couple and entourage are not important in the wedding package (mean value of 3.69) (cf. 4.6.10).
- Respondents who feel services/facilities such as the honeymoon suite are a must-have in a wedding package consider *On-site accommodation* to be more important (mean value of 4.02) than respondents who feel that services/facilities such as the honeymoon are not important in the wedding package (mean value of 3.11) (cf. 4.6.11)
- Respondents who feel services/facilities such as the honeymoon suite are a must-have in a wedding package consider *Hands-on staff/service* to be more important (mean value of 4.12) than respondents who feel that services/facilities such as the honeymoon suite are not important in the wedding package (mean value of 3.79) (cf. 4.6.11).
- Respondents who feel services/facilities such as the accommodation for entourage are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.20) than respondents who feel services/facilities such as the accommodation for entourage are not important in the wedding package (mean value of 2.64) (cf. 4.6.12).
- Respondents who feel services/facilities such as the accommodation for entourage are a must-have in a wedding package consider *On-site accommodation* be more important (mean value of 4.03) than respondents who feel that accommodation for entourage are not important in the wedding package (mean value of 3.59) (cf. 4.6.12).
- Respondents who feel services/facilities such as in-house wedding planner/coordinator is a must-have in a wedding package consider *Hands-on staff/service* to be more important

(mean value of 4.28) than respondents who feel that in-house wedding planner/coordinator are not important in the wedding package (mean value of 3.79) (cf. 4.6.13).

- Respondents who feel services/facilities such as venue set-up is a must-have in a wedding package consider *On-site accommodation* to be more important (mean value of 3.86) than respondents who feel that venue set-up is not important in the wedding package (mean value of 3.35) (cf. 4.6.14).
- Respondents who feel services/facilities such as venue set-up are a must-have in a wedding package consider *Hands-on service* to be more important (mean value of 4.09) than respondents who feel that venue set-up is not important in the wedding package (mean value of 3.67) (cf. 4.6.14).
- Respondents who feel services/facilities such as dance floor are a must-have in a wedding package consider *Well-managed* to be more important (mean value of 4.32) than respondents who feel that dance floor is not important in the wedding package (mean value of 4.01) (cf. 4.6.15).
- Respondents who feel services/facilities such as dance floor are a must-have in a wedding package consider *On-site accommodation* to be more important (mean value of 3.85) than respondents who feel that dance floor is not important in the wedding package (mean value of 3.42) (cf. 4.6.15).
- Respondents who feel services/facilities such as dance floor are a must-have in a wedding package consider *Location capabilities/capacity* to be more important (mean value of 3.97) than respondents who feel that dance floor is not important in the wedding package (mean value of 3.46) (cf. 4.6.15).
- Respondents who feel services/facilities such as flower/décor hire are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.26) than respondents who feel that flower/décor hire is not important in the wedding package (mean value of 2.46) (cf. 4.6.16).
- Respondents who feel services/facilities such as make-up artist/hair stylist are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.67) than respondents who feel that make-up artist/hair stylist is not important in the wedding package (mean value of 2.63) (cf. 4.6.17).
- Respondents who feel services/facilities such as photography services are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.64) than respondents who feel that photography services are not important in the wedding package (mean value of 2.61) (cf. 4.6.18).
- Respondents who feel services/facilities such as videography services are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.69)

than respondents who feel that videography services are not important in the wedding package (mean value of 2.64) (cf. 4.6.19).

- Respondents who feel services/facilities such as wedding cake are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.58) than respondents who feel that wedding cakes are not important in the wedding package (mean value of 2.60) (cf. 4.6.20).
- Respondents who feel services/facilities such as limousine, wedding car or carriage rental are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.67) than respondents who feel that limousine, wedding car or carriage rental is not important in the wedding package (mean value of 2.72) (cf.4.6.21).
- Respondents who feel services/facilities such as graphic design and printing services are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.66) than respondents who feel that graphic design and printing services are not important in the wedding package (mean value of 2.68) (cf. 4.6.22).
- Respondents who feel services/facilities such as entertainment/DJ are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.21) than respondents who feel that entertainment/DJ is not important in the wedding package (mean value of 2.56) (cf. 4.6.23).
- Respondents who feel services/facilities such as other facilities/services are a must-have in a wedding package consider *Add-on services* to be more important (mean value of 3.77) than respondents who feel that other facilities/services are not important in the wedding package (mean value of 2.76) (cf. 4.6.24).
- Below is a summary of the results from the ANOVAs and *t*-tests:

Table 5.3: Overview of practically significance differences from the ANOVAs and *t*-tests

FACTOR 1: Well-managed facility	FACTOR 2: Add-on services	FACTOR 3: On-site accommodation	FACTOR 4: Location capabilities/ capacity	FACTOR 5: Affordability	FACTOR 6: Renowned venue	FACTOR 7: Hands-on staff/service
Especially couples who have a very high income as opposed to couples with a low, medium or high income.	Especially couples with a very large wedding as opposed to couples with a small wedding	Especially couples who have very high and high budgets as opposed to couples with medium and low budgets	Especially couples with a very large wedding as opposed to couples with a large, medium or small wedding	Especially couples who have low and medium budgets as opposed to couples who have very high budgets	Especially couples who have a very high income as opposed to couples with a low, medium or high income.	Wedding package must include in-house wedding planner
Wedding package must include dressing-facilities for bridal couple and entourage	Especially couples with a very high or high budget as opposed to couples who have a low and medium wedding budget	Especially couples getting married in autumn as opposed to couples getting married in spring	Wedding package must include chapel hire	Especially couples getting married in autumn as opposed to couples getting married in spring	Especially couples with a very large wedding as opposed to couples with a small wedding	Wedding package must include reception set-up service

Wedding package must include a dance floor	Especially couples getting married in autumn as opposed to couples getting married in winter	Wedding package must include chapel hire	Wedding package must include dressing-facilities for bridal couple and entourage	Especially couples who have high income as opposed to couples with a very high income	Especially couples who have very high and high budgets as opposed to couples with low budgets	Wedding package must include honeymoon suite
	Especially couples who are hiring a private wedding planner	Wedding package must include dressing-facilities for bridal couple and entourage	Wedding package must include a dance floor			
	Utilise recommendations from wedding planners as marketing medium to search for venues	Wedding package must include Honeymoon suite				
	Utilise wedding expo as marketing medium to search for venues	Wedding package must include accommodation for entourage				
	Utilise wedding directories as marketing medium to search for venues	Wedding package must include reception set-up service				
	Wedding package must include accommodation for entourage	Wedding package must include a dance floor				
	Wedding package must include flower/décor hire services					
	Wedding package must include Hairstylist/make-up artist services					
	Wedding package must include photographer services					
	Wedding package must include videographer services					
	Wedding package must include wedding cake service					
	Wedding package must include car hire service					
	Wedding package must include graphic design services					
	Wedding package must include entertainment/DJ					

(Source: Authors own compilation)

- Income categories
- Wedding size by means of number of guests
- Budget categories
- Wedding season when the wedding is to be held
- Planning a wedding with a wedding planner
- Media utilised in search of a wedding venue
- Services/facilities that is a must have in a wedding package

5.3 RECOMMENDATIONS

Recommendations will be made for wedding venue managers/marketers in Gauteng, South Africa as well as for future research in this field.

5.3.1 Recommendations for wedding venue managers/marketers in the Gauteng province of South Africa

- It is evident that 20% of the respondents do not reside in Gauteng, however, they will marry in Gauteng, which is an obvious benefit to the province. The potential is therefore there for more weddings held in Gauteng by attracting prospective wedding couples from neighbouring and other provinces in South Africa. On the flip-side though, 38% of the respondents who live in Gauteng, indicated that they will marry in another province. In other words, there is a 38% 'loss' of potential marriages in the province. By better understanding the needs and preferences of these prospective wedding couples, wedding packages can be more specifically developed for this market to make the offer more appealing. There is great number of already existing wedding venues in Gauteng, which offers diversity and a variety to choose from. However, the managers/marketers of these venues should adapt packages accordingly to fully utilise the benefits from this market.
- When one considers the off-peak season and less popular times of the week and times of the day to get married in, more affordable and appealing packages should be designed for these specified periods. These will include specifically mid-week wedding packages, morning to afternoon wedding packages, and January, February and July wedding packages.
- Based on the most important factor in the factor analysis, namely *Well-managed facilities* (mean value of 4.28), wedding managers/marketers should especially be vigilant of maintaining the aspects that relate to *Well-managed facilities* (for example the ability to effectively managing safety, security & emergency situations; providing safe/security monitored parking facilities at the venue; the ability to provide a sufficient power supply and manage power failures by means of generators; always ensuring well-maintained, sufficient restroom facilities; the ability to manage unforeseen/bad weather conditions; ensuring the overall maintenance, up-keep and cleanliness of the facilities/premises; ensuring that the venue has sufficient heating and cooling capabilities at all times as well as light/lighting capabilities; ensuring professional and quality food beverage/catering services; and making provision for the elderly or disabled when necessary).
- Based on the second most important factor in the factor analysis, namely *Affordability* (mean value of 4.07), wedding managers/marketers should be sensitive and very strategic in their approach when determining the price for packages. The general costs/affordability

of the venue and related services should always be carefully considered; the development of discounted and value-added wedding packages should become a priority and must be constantly evaluated and updated where necessary. Also, couples who have a high income consider affordability to be more important than couples with a very high income. This could be indicative of their means to pay for a higher-end wedding and would probably have relatively larger wedding budgets; however, they are more price-sensitive, selective in their choices, and would seek and favour packages that provide value for money.

- Based on the third most important factor of the factor analysis, namely *Hands-on staff* (mean value of 4.04), wedding venue managers/marketers should focus on employing and developing staff that are skilled and capable in their positions, have professional conduct at all time; ensure that the set-up service for the wedding service/reception is painstakingly done according the exact requirements of the couple; the service and assistance provided by the in-house wedding planner/coordinator as she works directly with the couple, is crucial; and regular and effective communication from the wedding venue personnel/organisers should be seen a priority. It is recommended that tertiary institutions adjust their curriculums accordingly and consider more practical approaches to ensure that students studying tourism/events management courses are equipped with the necessary skills for industry.
- It is interesting to see that the least important factor of the factor analysis is *Add on services* (mean value of 2.94); including wedding cake design and supply services offered by the venue; the recommended/affiliated services of on-site make-up artists, hair stylists, photographer, videographer, floral design and décor hire services, graphic design/printing services for wedding invitation, menus; the services of a celebrant/marriage officer; and limousine/ wedding car or carriage rental services. This could possibly indicate that not all prospective wedding couples expect or want the wedding venue to offer or incorporate these *Add-on services* into their wedding packages, as they may prefer the services of independent and personal contacts/suppliers.
- Regarding the individual aspects that are important in the selection of a wedding venue, the following should be considered as crucial and just about non-negotiable by wedding venue managers/marketers. These aspects include the appearance of the premises that should be neat and appealing at all times; the costs of the venue and related services must be reasonable; the premises must be effectively managed especially in safety, security and emergency situations; the wedding venue must ensure safe and secure parking for guests, and sufficient power supply and possible power failures must be well-managed.
- When developing various wedding packages for prospective couples, the following services and facilities should be standard in these packages: banquet/reception hall hire, reception

set-up, dance floor, dressing rooms/facilities for bridal couple and entourage, and the chapel hire. Therefore, wedding venue managers/marketers should ensure that all their available packages include these services/facilities as the basic offering.

- Most prospective wedding couples predominantly utilise the internet, websites, and social media (including Facebook) in their search of a wedding venue. Therefore these marketing mediums should be considered as the main manner in which wedding venue managers/marketers must advertise their wedding venues and wedding packages.
- It is confirmed that couples who marry in autumn as opposed to spring, do so for the affordability there of; and they are likely to expect *On-site accommodation* for themselves/entourage/guests to be included (possibly as a package as a value added benefit). Therefore, it is recommended that wedding venue managers/marketers should include *On-site accommodation* in their autumn packages for the prospective wedding couple, entourage and guests.
- It is understandable that couples with very large weddings consider *Location capabilities/capacity* as more important than couples with smaller weddings. However what is more interesting, is that couples with very large weddings are more demanding when it comes to *Add-on services* offered by the wedding venue, as opposed to couples with small weddings. This is perhaps indicative of their preferences to have more support from the venue in arranging all facets of the wedding, especially since large weddings demand more organisation. Couples with very large weddings are also more inclined to want a *Renowned* wedding venue in comparison to couples with small weddings. This is understandable since large weddings are more costly and a reflection once again on the couples ability to pay/afford a large wedding; as well as their preference for a venue with a popular and professional reputation. Therefore, wedding venue managers/marketers should include *Add-on services* in the wedding package and be more flexible with *Location capabilities/capacity* when it comes to catering for larger weddings.
- It is also confirmed that couples who have a very high income are more demanding of a *Renowned* venue that is very well managed; as can be expected of persons who are perhaps used to quality and superior products and services. Venue managers/marketers should therefore ensure that the qualities of a *Renowned* venue are crucial when targeting this high-end market segment. It is not only couples with a very high income but couples with a very high and high wedding budget who prefer hosting their wedding at a *Renowned* venue. These couples will likely require *On-site accommodation* for themselves, the wedding entourage and wedding guests. This can be expected from couples whose budget constraints are less of an issue. It is also clear that wedding couples with very high and high wedding budgets consider *Add-on services* to be more important. With that in mind, it

is likely that wedding couples with a very high and high wedding budgets will be willing to select all-inclusive wedding packages. Wedding venue managers/marketers who aim to draw prospective wedding couples with a high or very high income should therefore ensure that they become a *Renowned venue* with excellent services and facilities, and not withholding luxury *On-sight accommodation* for the prospective wedding couple as well as for their entourage and guests.

- It is interesting to consider that prospective wedding couples who consider *Add-on services* to be more important are more likely to utilise recommendations from wedding planners, wedding expos and wedding directories. It is therefore evident that *Add-on services* are particularly searched for by means of these three marketing mediums. Therefore wedding venue managers/marketers, should market *Add-on services* by means of these platforms. In addition to this, private wedding planners not associated with the wedding venue should therefore be supplied with updated and regular marketing material regarding the *Add-on services* offered by that particular venue. This will likely lead to future business since private wedding planners are in a position to convey- and will be knowledgeable about the *Add-on services* and facilities available at that particular wedding venue, for prospective wedding couples to consider.
- Prospective wedding couples who find the factor *Well-managed facility*, *On-site accommodation* and *Location capabilities/capacity* especially important; are likely to consider the availability of dressing facilities for the bridal couple and entourage, as well as a dance floor as non-negotiable services/facilities to be included in their wedding packages. These facilities/services should therefore be considered as a must have at the venues who are serious about functioning as a professional and popular wedding venue. Chapel hire too, is yet another facet to be included in a wedding package of couples who consider *On-site accommodation* and *Location capabilities/capacity* to be more important. This is therefore the next facility that should be available at wedding venues who specialise and market themselves as popular wedding venues/sites.
- Prospective wedding couples who consider *Hands-on staff* to be especially important factor at a wedding venue, will expect an in-house wedding planner, a reception set-up service and a honeymoon suite to be included in their wedding package. This is also something to consider by wedding venue managers/marketers when wedding packages are compiled.
- Wedding venue managers/marketers should consider the banquet/reception hall hire; the set-up of furniture, crockery, cutlery at the reception; the provision of a dance floor, dressing facilities for the wedding couple and entourage; chapel hire, and catering and bar services as non-negotiable. In other words, a wedding package should not exclude any of these services/facilities as most wedding couples' expectations are to have these automatically

included. The honeymoon suite is also likely to be a facility/service expected to be included in the package by prospective wedding couples, even though this requirement is to a slightly lesser extent. Also, wedding venues who want to differentiate themselves regarding the wedding packages they have on offer, should consider incorporating the flower/décor hire; entertainment options/DJ services and a capable in-house wedding planner/coordinator in their packages. The latter services could perhaps be incorporated in a “level-up” package, in other words, a package that offers slightly more than the standard package.

5.3.2 Recommendations for future research

- Future studies can be done to determine the attributes that contribute to the wedding venue selection in various provinces in South Africa in order to gain an understanding of province specific trends and behaviour of prospective wedding couples. This will also allow for comparative research between the different provinces.
- This study can be conducted again in the future to determine how prospective wedding couples’ preferences changed over time and how they adapted to new trends in the Gauteng province.
- The attributes contributing to prospective wedding couples’ decision-making to select a wedding venue can be tested on specific wedding venues in South Africa by means of case studies.
- Comparative studies of the attributes that contribute to wedding venue selection can be done with regards to prospective wedding couples in South Africa versus international prospective wedding couples. In other words, to determine how international prospective wedding couples’ preferences and trends differ from prospective wedding couples in South Africa.
- Future studies on the attributes contributing to wedding venue selection can be done based on different cultures to determine culture-specific preferences and trends. This will provide an opportunity for wedding venue managers/marketers/owners to consider and target new and different market segments.
- Further research can be done on the attributes that contribute to wedding venue selection regarding same-gender weddings, to determine preferences and trends specific to this market segment.
- Future studies that focus more on specific and popular wedding themes that prospective wedding couples prefer, such as farm weddings, rustic weddings, beach weddings etcetera.

5.4 CONTRIBUTION OF THE RESEARCH

This study is extremely valuable for a new and fast developing sector.

5.4.1 Literature contribution

- A contribution to consumer behaviour literature regarding the wedding industry and events sector, with both national and international relevance, was made.
- An in-depth analysis of the aspects/factors/attributes that can contribute to the wedding venue selection was provided; provided a basis for other researchers who want to conduct similar research.
- This research filled a gap within the literature where by a thorough and comprehensive overview of the classification of wedding events that was provided.

5.4.2 Methodological contribution

- A measuring instrument that measures the attributes that contribute to the wedding venue selection of prospective wedding couples was developed.

5.4.3 Practical contribution

- This research contributes to the wedding industry where by wedding venue managers/marketers can better understand the decision-processes and behaviour of prospective wedding couples in the Gauteng province. Wedding venue managers/owners are now better equipped to develop wedding venue packages that cater for the specific needs and appeal to prospective wedding couples.
- The research also contributes to the wedding industry where by wedding venue managers/marketers can now more cost-effectively market their offerings by means of marketing media that are mostly utilised by prospective wedding couples who are specifically searching for that perfect wedding venue.
- This research contributes to understanding the history of weddings, the importance of traditions and evolving trends; thereby allowing venue managers/owners to effectively adapt wedding venues in such a way to accommodate these traditions and trends.
- Implementing the recommendations in this study will ensure that the needs of prospective wedding couples are better satisfied; and will contribute to the sustainability of wedding venue businesses in a highly competitive market.

5.5 LIMITATIONS OF THE STUDY

- This study was limited to prospective wedding couples in the Gauteng province of South Africa. However, this reveals an opportunity for future research to be conducted in the other 8 provinces of South Africa.
- Since the consumer behaviour of prospective wedding couples' and the trends in the wedding industry is constantly subjected to many influences and therefore change and evolve; this research applies to a specific period of time and continuous research in this regard is needed



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Appendix A:

Questionnaire utilised for the research

WEDDING RESEARCH SURVEY 2018

Please complete if you are a prospective bride/groom...

SECTION A:

1. Gender?

M	1
---	---

F	2
---	---

2. In which year were you born?

--

3. Are you the prospective.....?

Bride

/

Groom

4. City/town in which you reside?

--

5. Occupation?

--

6. Highest level of education?

Matric	1
Diploma/ Certificate	2
Degree	3
Post-graduate	4
Other, specify	5

7. Your annual gross income?

< R75 000	1
R75 001 - R120 000	2
R120 001 – R180 000	3
R180 001 – R240 000	4
R240 001 – R360 000	5
R360 001 – R480 000	6
R480 001 - R600 000	7
> R600 001	8

What is your estimated budget for:

8.

Wedding dress, bridal accessories (shoes, tiara, etc.)	R
Apparel for groom and wedding entourage (excluding bride)	R
All catering (pre-drinks/snacks, banquet, beverages)	R
Hire of venue, chapel, dressing rooms/honeymoon suite	R
Entertainment (musicians, DJ, etc.)	R
Photography and videography	R
Flowers and decor	R
Gifts, stationary/printing (invitations, menus, etc.)	R
Accommodation for wedding entourage	R
Other, specify	R

9. Who will be accountable for contributing to the wedding costs?

Bride	Yes	No	R
Groom	Yes	No	R
Parents of the bride	Yes	No	R
Parents of the groom	Yes	No	R
Other specify	Yes	No	R

10. Approximately how many guests will be attending your wedding?

--

11. In which location (city/town/venue) will you most likely host your wedding?

--

12. Will your wedding be a.....?

Morning – afternoon wedding	1
Afternoon – evening wedding	2

13. Will your wedding be a.....?

Midweek (Mon-Thurs)	1
Weekend (Fri- Sun)	2



14. During which month of the year will you most likely host your wedding?

--

15. Will you be hiring the services of an independent/private wedding planner (Not affiliated with the specific venue)?

Yes	1
No	2

16. What types of marketing media do you utilise in your search for wedding venues specifically?

Recommendation from wedding planners	1
Internet search / websites	2
Facebook / social media	3
Bridal magazines	4
The wedding expo	5
Word of mouth	6
Wedding directories (printed or online)	7
Other, specify	8

SECTION: B

As a prospective bride or groom; rate the importance of the following aspects/services in your selection of your wedding venue...

	Not important at all	Not important	Important	Very important	Extremely important
The venue's reputation and status as a popular/renowned wedding venue.	1	2	3	4	5
The venues ability to accommodate unique / 'out of the ordinary' ideas for our wedding day.	1	2	3	4	5
The exterior appearance of the premises i.e. buildings and landscaping .	1	2	3	4	5
The costs/affordability of the venue and related services.	1	2	3	4	5
The availability of wedding packaged deals at discounted rates.	1	2	3	4	5
The seating capacity, layout and spaciousness of the venue.	1	2	3	4	5
Availability/ability to accommodate a dance floor .	1	2	3	4	5
The privacy and tranquil atmosphere of the premises/venue.	1	2	3	4	5
The location and accessibility of the venue is.	1	2	3	4	5
The provision of adequate signage and directions on and off the premises.	1	2	3	4	5
The availability of the venue for specific dates .	1	2	3	4	5
The cancelation policy/penalties when booking the venue.	1	2	3	4	5
The venue's ability to accommodate the theme/colour-scheme of our wedding.	1	2	3	4	5
The availability of a church/chapel facilities on the premises.	1	2	3	4	5
Availability of dressing room facilities for bride/groom/wedding entourage.	1	2	3	4	5
The availability of a honeymoon suite on the premises.	1	2	3	4	5
The availability of accommodation for wedding guests on the premises.	1	2	3	4	5
A set-up service by the venue for the wedding service/reception.	1	2	3	4	5
The services of an on-site / in-house wedding planner/coordinator .	1	2	3	4	5
Regular and effective communication from wedding venue personnel/organisers.	1	2	3	4	5
Skilled, professional and capable staff (organisers, waiters, security staff, cleaners, etc.)	1	2	3	4	5
The services of on-site make-up artists, hair stylists recommended/affiliated with the venue.	1	2	3	4	5
The services of a photographer and/or videographer recommended/affiliated with the venue.	1	2	3	4	5
On-site floral design & décor hire services recommended/affiliated with the venue.	1	2	3	4	5
The aesthetics of the premises and surroundings for photographic purposes.	1	2	3	4	5
Quality furniture, crockery, glassware, linen provided by the venue.	1	2	3	4	5
The overall maintenance, up-keep and cleanliness of the facilities/premises.	1	2	3	4	5

Well-maintained, sufficient restroom facilities .	1	2	3	4	5
The availability of facilities for small children .	1	2	3	4	5
Facilities that cater for the elderly or disabled .	1	2	3	4	5
The venue's ability to manage unforeseen/bad weather conditions.	1	2	3	4	5
Indoor temperature/climate control capabilities of the venue (heating, air-conditioning).	1	2	3	4	5
Venue's ability to manage power failures/provide sufficient power supply (e.g. generators)	1	2	3	4	5
Availability of safe / security monitored parking facilities at the venue.	1	2	3	4	5
The venue's ability effectively manage safety, security & emergency situations.	1	2	3	4	5
The light/lighting (natural and/or power sourced) capabilities of the venue.	1	2	3	4	5
Quality of food & beverage / catering services (food choices/options, menu planning, wine selection, special dietary requirements, bar service).	1	2	3	4	5
Wedding cake design and supply services offered by the venue.	1	2	3	4	5
Graphic design / printing services for wedding invitation, menu's etc.	1	2	3	4	5
The venues ability to provide celebrant/marriage officer services .	1	2	3	4	5
Limousine, wedding car or carriage rental services by the venue.	1	2	3	4	5
The venue's policy regarding noise/sound restrictions and ending times .	1	2	3	4	5

18. What services/facilities do you consider as a 'must have' to be included in your wedding package offered by the **wedding venue** (i.e., not arranged by yourself or outsourced suppliers)?

Chapel hire	Yes	No
Banquet/reception hall hire	Yes	No
Dressing rooms/facilities for bridal couple and entourage	Yes	No
Honeymoon suite	Yes	No
Accommodation for entourage	Yes	No
In-house wedding planner/coordinator	Yes	No
Reception set up including furniture, crockery, cutlery, glassware and linen.	Yes	No
Celebrant/marriage officer services	Yes	No
Dance floor	Yes	No
Flowers/décor hire	Yes	No
Make-up artist/hair stylist	Yes	No
Photographer services	Yes	No
Videographer services	Yes	No
Wedding cake	Yes	No
Limousine, wedding car or carriage rental	Yes	No
Graphic design and printing services for wedding invitations, menus, etc.	Yes	No
Catering & Bar service	Yes	No
Entertainment/DJ	Yes	No
Other, specify	Yes	No



Thank you for your participation!

Research done by TREES (Tourism in Economic Environs and Society), North-West University, Potchefstroom Campus

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Ethical Research Code: EMS2016/11/04-02/25

Appendix B:

Letter confirming the language editing of the study

Cecile van Zyl
Language editing and translation
Cell: 072 389 3450
Email: Cecile.vanZyl@nwu.ac.za

23 November 2018

To whom it may concern

Dear Mr / Ms

Re: Language editing of dissertation (Determining the attributes contributing to wedding venue selection)

I hereby declare that I language edited the above-mentioned thesis by Ms Dianna van der Baan (24613428).

Please feel free to contact me should you have any enquiries.

Kind regards



Cecile van Zyl
Language practitioner
BA (PU for CHE); BA honours (NWU); MA (NWU)
SATI number: 1002391

Appendix C:

Letter confirming technical editing of reference list

Gerrit Dekkerstraat 1
POTCHEFSTROOM
2531
23 November 2018

Me Dianna van der Baan
Noordwes-Universiteit
POTCHEFSTROOM

VERKLARING: NASIEN VAN BRONNELYS

Hiermee verklaar die ondergetekende dat hy die Bronnelys vir die studie van me. Dianna van der Baan, volgens die nuutste voorskrifte van die Senaat van die Noordwes-Universiteit tegnies nagesien en versorg het.

Die uwe

A handwritten signature in black ink, appearing to read 'CJH Lessing', written in a cursive style.

Prof CJH LESSING