

Abstract

Wedding planning industry is receiving more attention and it is still developing industry. It is going to be a massive industry which fulfill the dreams and desires of the customers. The industry provides a good opportunity for people to achieve their expectations and make the wedding day memorable. Gradually, the concept of hiring wedding planners has entered into the wedding planning industry. The new generation prefer to provide a unique experience to the participants as well. Therefore, they tend to handover the whole wedding to a wedding planner. The purpose of the study is to explore why people want to hire a wedding planner and what are the influencing factors to hand over the entire wedding to a planner. Some literature reviews have revealed that attitude, motivation, perception, social pressure and trust are some responsible factors for consumers' intention to hire wedding planners. To answer the above problems descriptive study has conducted & 100 people belongs to different age groups have contributed to the study with the sample chosen on convenience based. The study applies to Colombo district due to number of wedding planning companies have registered under Event Management Association (EMA) A structured questionnaire was distributed to the consumers to record their point of views. This study is conducted from consumers' perspective. The research design was quantitative approach and a structured questionnaire was distributed to the consumers to record their point of views. The questionnaire was formed reviewing literature reviews. The population was married couples in Colombo district. The research researcher reached to the population through registered wedding planners under Event Management Association (EMA) and hotels in Colombo district. Smart PLS software & SPSS software has used to analyze the data. The findings of the study revealed that there is a relationship between consumers' attitude and consumers' intention to hire wedding planners and there is a relationship between consumers' motivation and consumers; intention to hire wedding planners. Due to the hectic and stressful life, nowadays the couples prefer to hire a wedding planner and hand over the entire wedding program to the planner

Key words: Wedding planning, wedding planner, Consumer behavior, Methodology