



**Uva Wellassa
University**

**ANALYZING THE FACTORS INFLUENCING THE CHOICE
FOR THEMED WEDDING PACKAGES
(WITH SPECIAL REFERENCE TO COLOMBO CITY)**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business
Management in Hospitality, Tourism and Events Management*

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Name of the candidate: K.W.A.D.N. Wickramathilaka

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Abstract

This research study explores the factors that are motivated to choice for themed wedding packages, especially focus on the Sri Lankan wedding couples in Colombo city. Among other cities in Sri Lanka, Colombo city is vast market for themed weddings. Wedding is one of the personal events in event industry. At the past wedding is organized by wedding couples without any event planners. With the time event planners are involved to make successful wedding with new ideas. Themed wedding concepts add to event planning industry with globalization. Today sea, butterfly, nature, tradition of Sri Lanka or even a simple color schemes are some of main subjects for themed wedding concepts which are popular in Colombo city. However, yet researches are very insignificant on these areas based on an analysis of the factors selecting themed wedding packages with special reference of Colombo city. Therefore, this study touches the nature of themed weddings, especially factors that are selecting themed wedding packages based on local wedding couples.

Quantitative methodology has been used as the primary data collection with simple random sampling. Then seventy five wedding couples from Colombo district are selected from fifteen wedding planner organization in Colombo city. Self-administered questionnaires from wedding couples were collected and analyzed by descriptive analysis, ranking analysis and exploratory factor analysis using SPSS 21 software.

The research findings revealed that personal and promotional factors were the most important factor for the choice of themed wedding packages. Furthermore, perceptions of themed wedding couples on wedding planning organizations are highly agreeing with the importance of wedding planner's service.

Key words: Themed weddings, Wedding planners, Consumer purchase behaviors, Factors for choice of themed wedding packages, Perceptions