



**MOTIVATIONAL FACTORS INFLUENCING THE DEMAND
FOR THEMED WEDDINGS IN SRI LANKA**

(WITH SPECIAL REFERENCE TO COLOMBO DISTRICT)

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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ABSTRACT

This study explores the motivational factors influencing the demand for themed wedding packages in Sri Lanka with special reference to Colombo district. It comprised of two components with a qualitative study to explore the knowledge of wedding planners and a descriptive cross sectional study to assess demographic and other factors influencing the choice of themed weddings. Sri Lankan wedding directory was taken as the sampling frame for the wedding planners which provide a list of 15 wedding planners in Colombo District, and identified 10 couples who took their weddings with each of these planners. One hundred and thirty seven clients completed the questionnaires send by the emails and 10 event planners responded to the semi structured interview regarding themed weddings. The gathered data were analyzed by using descriptive statistics and content analysis. Themed wedding is a concept that creates in a couple's mind. According to particular concept they follow everything starting from the invitations, cake structure, as the customer flavors of the color or anything and go throughout the wedding. The concept may create according to a place, their profession or their personal interest. Majority of the respondents mentioned that their personal attitude mostly influence them to selecting a themed wedding. Other than that Affordability to a themed wedding(monthly Income), Wedding Cost, Seeing and attending themed weddings of friends and relatives, prestige of the family, Organizing and experiencing themed wedding of a family Member, Knowledge gained by participating wedding fairs, seeing wedding magazines and events shared in social media and Childhood dream influents couples to select a themed wedding. Wedding fairs are the most effective marketing tool to promoting themed weddings. In Sri Lankan context the most popular wedding theme is traditional Kandyan theme. Color themes and nature based themes are also popularized. The themes like "Glow in the dark" will be popularize in near future. Wedding planning industry established in Sri Lanka within last 15 years. Wedding planers support couples to success their dreams. The cost of the themed wedding is much higher than the conceptual wedding. This research will provide evidence and open up new research avenues by filling the gap of non-availability of evidence around the topic "themed weddings". Identifying the factors influencing to the demand for themed wedding packages will help the industry in promoting themed weddings.

Key words: Themed weddings, wedding planner, motivational factors.