New Emerging and Rising Trends in North Indian Wedding in India

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Abstract

Weddings are the most important event of an Indian’s life. The Wedding event is one of the biggest celebrations of the family and it is indeed a great memorable day for the bride and groom and for all those sharing their joyous moments with them. This research study highlights many important concepts of weddings in India. The study highlights the north Indian Weddings. Wedding Industry is still an unorganized sector in India which is moving from unorganized to organized sector. Also the changing lifestyle of people, socio-economic changes in the society, effect of internet and connectivity to the whole world... India is land of much mini India's, every part of the India represent different culture, customs and diversity. This diversity is largely reflected though different kind of food, attire, customs & tradition observed by different cultural communities. The same different aspect is reflected in Indian marriages. Weddings are changing in India our study is an effort to give a glimpse into a colorful and cultural extravaganza – the Indian wedding. Our study is largely focus on Hindu north Indian wedding in India. Weddings are social event and a decade ago traditionally all the events of the wedding were taken care by family members. All the events were personally overlooked by one of the family members. It was more of Social capital based event. In recent time due to change in lifestyle, rise in income structure, rise of nuclear family and change in the wedding trends created a need of wedding planner who could help family to find out the perfect vendors for their wedding and keep them updated with new and recent wedding trends in India. This Paper highlights the new trends in north Indian weddings, what are the recent likings of people; the amount of money customer spends on various wedding expenditures. Our study is focused on understanding this new trends & changing behaviour of consumers towards the weddings. The study is conducted from the consumer’s point of view.

Keywords

Wedding Trends, North India, Reviews Analysis, Transformation, Business

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Introduction

Weddings are the most important event of an Indian’s life. The Wedding event is one of the biggest celebrations of the family and it is indeed a great memorable day for the bride and groom and for all those sharing their joyous moments with them. Looking at the trends the Indian wedding market is growing bigger in size. The wedding industry is estimated $38 billion market (Ahmed 2013). The trends are changing and weddings are becoming more extravagant, lavish and opulent event. For wedding event no expenses are spared to make it most extraordinary. Weddings are social event and a decade ago traditionally all the events of the wedding were taken care by family members. All the events were personally overlooked by one of the family members. It was more of Social capital based event. In recent time due to change in lifestyle, rise in income structure, rise of nuclear family and change in the wedding trends created a need of wedding planner who could help family to find out the perfect vendors for their wedding and keep them updated with new and recent wedding trends in India. We have conducted the interviews through semi structured questionnaire and analysed the data in qualitative quotes.

Indian culture is very rich and has lots of customs, traditions and festivals. Every tradition symbolized the diversity and cultural aspect of Indian. Weddings are sacred union of two individuals and their families. In Indian context traditionally parents and family members choose the bride/groom and search for eligible partners for their children through word of mouth or through marriage priests primarily. Right from choosing the right bride/groom their involvement for the event is very high from deciding the various pre and post wedding events, selecting jewellery, shopping for clothes, gift items and even finalizing the food menu for various occasions. Marriages are mostly depended on social capital. All family members were responsible for the different events of the wedding. The events responsibility is were dedicated to Uncle, Aunts, Brother, Sisters and family friends and everyone performs different role in the wedding.

India is land of much mini India’s, every part of the India represent different culture, customs and diversity. This diversity is largely reflected though different kind of food, attire, customs & tradition observed by different cultural communities. The same different aspect is reflected in Indian marriages. Our study is an effort to give a glimpse into a colourful and cultural extravaganza – the Indian wedding. Our study is largely focus on Hindu north Indian wedding in India.

In the recent years the wedding trend has changed in urban areas. In many cases youngsters choose their life partner. Family’s role is to take care of the reasonability of wedding day.

The change in wedding trends started due to the flourishing business of internet. The revolution of internet helped people to find and choose their life partners with the click of button. They replace the role of traditional priest with online matrimonial website. In India to name few are shaadi.com, bharatmatrimonial.com, jeevansathi.com etc. In some cases the arranged marriages are strictly within same religion/caste. Horoscope matching is must to see the future compatibility of the bride/groom as a couple.
Literature Review

Though arranged marriages are still the norm, love marriages are becoming a common occurrence these days, predominantly in urban area. Arranged marriages are most preferred way in India to select a life partner. The study Uberoi (2006) shows 90% of Indian marriages is arranged. In 'Arranged marriage' family members play major role to find marital alliance. This is generally formed by elder family members or sometimes marriage priest. The existing social-family networks considered in order to find a 'suitable match' In selecting the suitable alliance many major factors consider that is  Education, religion, caste, social status, career prospects, financial security and some cases Physical appearance as well.

An arranged marriage therefore does not concern only the individuals to be married, but is commonly regarded as a 'marriage between two families. Gupta (1976) quoted that “Arranged marriage becomes a collective 'practical consideration of matchmaking criteria in the selection of mates rather than … romantic love”. There is growing sense of finding your own partner and in time of globalization and technological advancement we see the emergence of love marriages. More people are meeting online, finding partners and getting married.

Wedding planner sector can also be seen as one of the trends of weddings in north India and that reason can be attributed to rise in disposable income of the people as well as social status for the people. (Net scribes 2011) Another trend that can be pointed out is increasing trends of Indian weddings booming in America and people are coming to India to get married as they have that large budget of lavish weddings attributed to weak rupee in India,(Shah, 2013). Presently, India is a home to near about 1.25 billion people and even 12,000 wedding takes place in a day (during some unique auspicious days) or 10 million marriages in a year. with Total purchase of GOLD falls between 300 to 400 tons annually and even A family spends approximately one fifth of the savings or sometimes the entire on a wedding ceremony opening opportunities for retailers and other marriage related business in India(Kaur 2013)Even small scale business financials never reported compared to big event management companies who are also doing good. Findings of the study focuses says that it is an industry that is made up of multiple smaller enterprises like caterers, wedding consultants, dresses, various beauty suppliers (hair, makeup), photographers, favours/bridesmaids gifts, music, honeymoon related, etc. While the industry as a whole represents a lot of money, each of the component parts is much smaller -- some smaller than others. (2012,library of congress).Even many socio economic factors are responsible for changing wedding trends in the wedding industry and factors which have come up include like family influence, income levels,religion,status in the society as important ones(rashmi 2014,)

Wedding Trends Concepts

The concept of Indian wedding has seen drastic changes, over the last few years. In the yesteryears, the ceremony was a brief affair, confined to an economical budget, even though the guest list was long. On the contrary, in the present time, the occasion is generally celebrated in an elaborated way, with number of rituals that are conducted before, during and after it. A long guest list, colorful and extravagant venue, lavish feast
and a series of rituals are the key ingredients of the 'big fat Indian wedding' that we see today.

1. **Wedding Industry Trends:** Different wedding trends can be seen in north Indian weddings particularly like rising love marriages, trends of wedding planners getting involved for the arrangement of the wedding, rise of online wedding planning. Apart from that weddings are getting more and grander. Now there are destination weddings getting done, people are moving from traditional to other forms of the wedding like theme weddings, as earlier said traditional weddings and weddings are no longer affair of the girls family as society is getting modernized so is the both parties involved in the wedding. Major reasons for these emerging new trends in the wedding can be attributed to various socio economic factors like increase in disposable income of the people, want of social status in the society, modernization of thinking and educated society of today all this has led to trends changing particularly in weddings in north India.

2. **Wedding Industry Swot Analysis:** The swot analysis for the wedding industry presents us with various interesting facts about the wedding market. This industry hold a good potential of $500 bn market(economics times) and this industry is growing at a tremendous rate. But at the same time this industry is very seasonal and there is uncertainty in the flow of money that can occur at any point of time in this business.

Threats to this industry are everyday changing mindset of clients as they influenced by environment, cost effectiveness they need to provide and also threat from people getting marriage arranged themselves.

**Objectives**

This paper aims at exploring the important trends becoming dominant for North Indian wedding business. Identifying major socio economic factors that create and trend or likely to be trends of wedding business in coming years. The detailed objectives of the study include:

1. To study the changing trends in Indian wedding in the last decade and its establishment as an Industry
2. To study the emerging trends particularly in north Indian weddings (Socio-economic factors)
3. To assess the knowledge regarding effects of consanguineous marriage on offspring among parents.

**Research Methodology**

**Database and Methodology**

Study will be mainly focused on primary data and to have a background about how wedding industry has evolved we will have secondary data in terms of newspaper articles, journals, research paper etc.

**Primary data**
1. Wedding planners and event management companies and their clients through structured questionnaire about trends that are coming in the north Indian wedding market.

2. Wedding Planners' clients each through snow ball techniques as well as independent samples of people who recently had their or their loved one's marriage or planning of in future.

3. Sample size: 50

**Methodology**

1. The primary data collection method includes unstructured telephonic interviews with professionals and businessmen involved in providing wedding related goods and services in Delhi.

2. Identify the major factors which are dominant for NORTH-INDIAN wedding business and as well as critically review the wedding planner's client about the emerging trends that are coming. Growing wedding market where our major focus is on North Indian Weddings. The following sections deal with the trends or changes happened in the last decade. Some tele interviews with the customers of wedding planners: Data will be collected using the structured questionnaire.

**Result**

In this segment we will discuss the survey results response got from the contributors:

The 50 respondents were chosen as our sample population, which according to us, acts as the most heterogeneous part of our population as a whole. This sample population is assumed to be a good and efficient representative of the population of India.

The sample of 50 is collected from the clients of wedding planners and also from the families as customers what they think about wedding as business and what is new today they like about the wedding being conducted.

**DATA ANALYSIS**

**AGE GROUP OF THE RESPONDENT**

<table>
<thead>
<tr>
<th>AGE GROUP</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>55-65</td>
<td>20</td>
</tr>
<tr>
<td>45-55</td>
<td>20</td>
</tr>
<tr>
<td>35-45</td>
<td>6</td>
</tr>
<tr>
<td>25-35</td>
<td>2</td>
</tr>
<tr>
<td>20-25</td>
<td>2</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>50</strong></td>
</tr>
</tbody>
</table>

Table 1: Age factor data set
From the analyzed data, we see that of the 50 respondents, there were 20 people of the age group 55-65 & 55-45 years each. There were 6 people belonging to age group of 45-35 years... The age between 35-25 years was only 2. Also there were 2 of them belonging of the age between 25-20 years. The age between 30-35 years was only 2 people. Among the 50 respondents, 30 of them were male and the rest 20 were females. From this we can see that 60 % of them were males & 40% female

**OCCUPATION OF SAMPLE:**

From the sample most of the people are service man followed by businessman.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service</td>
<td>60%</td>
</tr>
<tr>
<td>Businessmen</td>
<td>40%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
</tbody>
</table>

**TABLE: SHOWING THE REQUIREMENT OF WEDDING BUDGET**

<table>
<thead>
<tr>
<th>Budget</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-30 lacs</td>
<td>7.14%</td>
</tr>
<tr>
<td>30-50 lacs</td>
<td>22.44%</td>
</tr>
<tr>
<td>50 lacs to 1 crore</td>
<td>11.22%</td>
</tr>
<tr>
<td>1 crore &amp; above</td>
<td>10.2%</td>
</tr>
</tbody>
</table>
Budget:

The approximate budget of 22 of them is Rs. 10-30 lakhs which is 44% of the total population. Another 11 of them (i.e. 22%) feel that Rs. 30-50 lakhs are sufficient for the wedding 10 of them feel that weddings can be conducted in approximately 50 lakhs- 1 crore which is 20% of the total. The remaining 14% of them think that even a crore is not sufficient, it numbers to 7 people.

Wedding planner outsourcing:

To find out the trend we saw that most people will like to have wedding planner outsourced rather than taking things on their shoulders.56% people want to hire a wedding planner.

Why wedding planners are needed:

This question was asked to get a view of the trend if wedding planners are hired what the mindset of people is going on at the back that wedding planners are needed and majority (38%) from sample of 50 agreed that wedding planners are there for better organization followed by stress reduction if we hire a wedding planner.
Part of year to get married:

People want to get married mostly in winters almost half of the sample in Delhi wants that followed by fall season and then on some special date they want things to be done.

Does another sibling affect your wedding expenditure decision?

Type of wedding preferred:

This question brings out the kind of weddings people want today. Still traditional weddings are a big hit among people followed by destination and theme weddings. Still in north India people don’t prefer simple weddings.
Estimated size of wedding:

From the sample, people who had got married or planned wedding for somebody for most of the wedding size was 500 to 1000 and then very close option was less than 500. Less number of people in Delhi got wedding size more than 1000.

Table Showing The Requirement Of Wedding Planners

Among the 50 people, 14 (i.e. 28%) of them feel that 2 days are more than sufficient for a wedding; 16 (i.e. 32%) of them have opted for 2-4 days; another 16 (i.e. 32%) of them think 4-6 days are required and the remaining 4 (i.e. 8%) of them feel even 6 days are insufficient. Thus from the above data we interpret that majority of them think the duration of a wedding is 2-6 days. Satisfy them.

<table>
<thead>
<tr>
<th>2-4 DAYS</th>
<th>4-6 DAYS</th>
<th>6 DAYS &amp; ABOVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>16</td>
<td>4</td>
</tr>
</tbody>
</table>

Various services important for wedding:

If we see among the various vendors involved in marriage but here if they choose to go to a wedding planner, what services is hot option among the consumers if wedding planners are choosen and what does not attract them.
This question having a multiple choice answer is quite different to interpret. Here people had to choose many options given to them.

- Venue booking is given importance by 39 of the total people i.e. 78% feel that wedding planners must provide the service of venue booking.
- Accommodation is another important service because 40 people think that this should be provided by the wedding planners

**Table Showing the Various Services**

1. Décor has been opted by 39 of them which mean that out of the total population, 78% feel that we should provide them with décor. This décor consists of flower decoration, stage decoration, room decoration, etc.
2. Local transport has been thought to be important by 37 people, i.e., 74% of the population.
3. Catering as a service of the wedding planner has been opted by 44 of them. This shows that 88% people want the wedding planners to provide catering with the other services.
4. Post-Wedding service (Honeymoon) does not seem to attract many of them. It has been opted by only 24 of the people which are only 48% of the population.
5. Jewellery another service which is of least importance. Only 15 of them, i.e., 30%, would want such services along with the others.
If services taken from wedding planner what services will you prefer:

![Bar chart]

This was a multiple choice question being asked to the sample. If they hire a wedding planner, what kind of service they want from them as the hot option. Most people said as management on the day of wedding as the first option followed by styling and check and then final check as options customers would go for.

Conclusion

1. As the disposable income as well as the lifestyle of the people is changing, so are the trends in wedding ceremonies in India are changing.
2. Still the process of wedding planning is done by their parents or typically by their elder ones.
3. Traditional weddings are still a hot option for type of weddings people want with theme weddings and destination weddings.
4. Decoration and caterers are the major expenditure areas for people apart from Jewellery.
5. Wedding planning came out as a hot trend that customers are engaging in to get marriages done by the wedding planners as it offers better organization and reduces stress.
6. Presence of another child in same family affects the wedding decision of expenditure in the wedding.
7. Most of wedding size of the business class families is typically more than 1000 and budget is more than crores.
8. Wedding have happened mostly according to the customers in the budget of 20-40 crores.
References


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