

A STUDY ON CHALLENGES AND OPPORTUNITIES FOR WEDDING EVENT MANAGEMENT SPECIAL REFERENCE IN COIMBATORE CITY

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ABSTRACT

This study investigates the dynamic landscape of wedding event management in Coimbatore, a city emerging as a key destination for organized and themed weddings. With the increasing demand for professional event planning driven by rising incomes, evolving lifestyles, and diverse cultural practices, the wedding industry in Coimbatore is undergoing significant transformation. The research focuses on analyzing the impact of socio-economic factors on event management and identifying the major challenges and opportunities faced by wedding planners. Primary data was collected through structured questionnaires and interviews with event planners, clients, and vendors, while secondary data was sourced from industry reports and relevant literature. Data analysis tools such as simple percentage analysis and ranking methods were used to interpret the findings. The study highlights key issues such as budget constraints, vendor coordination, and high client expectations, while also uncovering emerging trends like destination weddings and niche market opportunities. The insights gained aim to contribute to a better understanding of the current wedding planning environment in Coimbatore and support the development of effective strategies for industry growth.

Keywords: Socio economic factor, Life style, Budget, Event Management, Industry's growth.

INTRODUCTION

Weddings are joyful celebrations of love, tradition, and togetherness — events that mark one of the most memorable milestones in a person's life. In India, and particularly in cities like Coimbatore, weddings have evolved beyond personal ceremonies into grand events that reflect status, culture, and modern lifestyle choices. With this transformation, the **wedding event management industry** has emerged as a vibrant and fast-growing sector, offering customized, creative, and professional services to meet the expectations of today's discerning couples and families. The evolving field of wedding event management, focusing on the challenges and opportunities in Coimbatore city. With weddings becoming more elaborate and professionally managed, the role of event planners has grown significantly. Coimbatore, known for its cultural diversity and growing infrastructure, is emerging as a key destination for wedding events.

Despite the industry's growth, planners face challenges such as budget constraints, high client expectations, and vendor coordination. At the same time, new trends, digital tools, and changing consumer preferences offer exciting opportunities. This study aims to understand the current scenario of wedding planning in Coimbatore, highlighting both the difficulties and potential in this dynamic sector.

STATEMENT OF PROBLEM:

The wedding event management industry in Coimbatore is experiencing rapid growth, influenced by changing lifestyles, rising incomes, and evolving social expectations. However, socio-economic factors such as income levels, cultural diversity, and consumer preferences significantly impact planning and execution. Despite increasing demand, wedding planners face challenges like budget constraints, vendor reliability, and intense competition. At the same time, opportunities exist in niche markets, destination weddings, and themed events. This study aims to Analyse how socio-economic factors affect the industry and to identify the key challenges and potential growth areas for wedding event management services in the Coimbatore

OBJECTIVES:

- 1.To analyse the impact of Socio-economic factors that affecting wedding event management in Coimbatore
- 2.To identify the Challenges opportunities for wedding event management in Coimbatore City
3. To examine customer expectations and satisfaction levels in wedding event management services in Coimbatore.

METHODOLOGY:

This study adopts a descriptive research methodology to Analyse the impact of socio-economic factors on wedding event management in Coimbatore. Primary data will be collected through structured questionnaires and interviews with event planners, clients, and vendors. Secondary data will be gathered from industry reports, journals, and online sources. A qualitative and quantitative approach will be used to identify challenges and opportunities in the industry, enabling a comprehensive understanding of current trends and factors influencing wedding event management in the region.

The data analysed using the following statistical tools:

- Simple percentage
- Chi-square
- Anova

ANALYSIS AND INTERPRETATION

Ob 1: To analyse the impact of Socio-economic factors that affecting wedding event management in Coimbatore.

SOCIAL MEDIA TRENDS INFLUENCE CLIENTS

Social media has become a powerful tool in shaping consumer preferences, especially in the wedding industry. In Coimbatore, social media platforms influence various aspects of wedding planning, from décor and attire to vendor selection. This section explores how different elements of wedding event management are impacted by social media trends, based on the responses collected from clients.

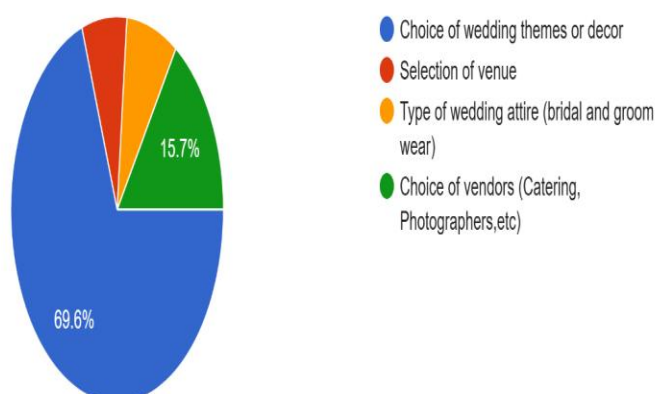
SOCIAL MEDIA TRENDS INFLUENCE

S. NO	SOCIAL MEDIA TRENDS	FREQUENCY	PERCENTAGE
1	Choice of wedding themes or décor	71	69.6
2	Selection of venue	7	6.9
3	Type of wedding attire (bridal and groom)	8	7.8
4	choice of vendors (Catering, Photographers)	16	15.7
5	Others	0	0
	TOTAL	102	100

INTERPRETATION:

The data indicates that social media has the strongest impact on the visual and thematic choices in wedding planning, especially décor and themes. Clients are more likely to be inspired by online trends for creative aspects rather than logistical ones like venue selection, showing the growing importance of digital influence in shaping wedding preferences.

SOCIAL MEDIA TRENDS OF THE RESPONDENTS



The study reveals that social media trends significantly influence wedding planning decisions among clients in Coimbatore. A majority (69.6%) of respondents stated that their choice of wedding themes or décor was shaped by social media. Vendor selection (15.7%) was the next most influenced area, followed by wedding attire (7.8%) and venue selection (6.9%). This highlights that social media plays a crucial role, particularly in the creative and aesthetic aspects of wedding event management.

Ob 2: To identify the Challenges opportunities for wedding event management in Coimbatore City

BIGGEST CHALLENGES YOU FACE IN THE WEDDING EVENT MANAGEMENT INDUSTRY

To understand whether educational qualification influences the challenges faced in the wedding event management industry, a post hoc test using Tukey HSD was conducted. This analysis helps compare group means and identify any significant differences among respondents with varying educational backgrounds.

Post Hoc Tests

(I) Education qualification*	(J) Education qualification*	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
High School	Undergraduate	-.21833	.25360	.825	-.8812	.4445
	Postgraduate	-.23619	.22417	.718	-.8221	.3497
	Diploma	-.48727	.32108	.431	-1.3265	.3519
Undergraduate	High School	.21833	.25360	.825	-.4445	.8812
	Postgraduate	-.01786	.22708	1.000	-.6114	.5756
	Diploma	-.26894	.32312	.839	-1.1135	.5756
Postgraduate	High School	.23619	.22417	.718	-.3497	.8221
	Undergraduate	.01786	.22708	1.000	-.5756	.6114
	Diploma	-.25108	.30057	.838	-1.0367	.5345
Diploma	High School	.48727	.32108	.431	-.3519	1.3265
	Undergraduate	.26894	.32312	.839	-.5756	1.1135
	Postgraduate	.25108	.30057	.838	-.5345	1.0367

INTERPRETATION:

The post hoc results indicate that while there are slight variations in the challenges faced based on educational qualification, these differences are not statistically significant. This suggests that individuals across all educational levels experience similar challenges in the wedding event management industry, implying that factors other than education may play a more influential role.

Homogeneous Subsets

Education qualification*	N	Subset for alpha = 0.05
		1
High School	25	1.2400
Undergraduate	24	1.4583
Postgraduate	42	1.4762
Diploma	11	1.7273
Sig.		.303

		Subset for alpha = 0.05
Education qualification*	N	1
High School	25	1.2400
Undergraduate	24	1.4583
Postgraduate	42	1.4762
Diploma	11	1.7273
Sig.		.303

Means for groups in homogeneous subsets are displayed.

The analysis reveals that diploma holders reported the highest level of challenges in the wedding event management industry, followed by postgraduates, undergraduates, and high school graduates. However, the differences in mean scores among the educational groups were not statistically significant, indicating that educational qualification does not have a major impact on the challenges faced in the industry.

Ob.3: To examine customer expectations and satisfaction levels in wedding event management services in Coimbatore.

FACTORS THAT COULD IMPROVE THE WEDDING EVENT MANAGEMENT INDUSTRY

To meet growing customer expectations and enhance satisfaction, it is important to identify key improvement areas in the wedding event management industry. This section explores the views of respondents in Coimbatore on factors that could help improve the industry, based on their educational qualifications.

Factors that could improve the wedding event management industry in Coimbatore	Factors	Government Support	Investment in Infrastructure	Training Programs for Event Managers	Better Access to Resources and Vendors	
Education qualification*	High School	0	0	25	0	25
	Undergraduate	0	3	20	1	24
	Postgraduate	3	7	28	4	42
	Diploma	1	1	9	0	11
Total		4	11	82	5	102

INTERPRETATION:

The results show no significant link between education level and suggested improvements. Most respondents, regardless of qualification, believe that **training programs for event managers** are the key to improving the wedding event management industry in Coimbatore.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.751 ^a	9	.131
Likelihood Ratio	19.089	9	.024
Linear-by-Linear Association	3.252	1	.071
N of Valid Cases	102		

a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .43.

The majority of respondents (80.4%) selected **training programs for event managers** as the most important factor to improve the wedding event management industry in Coimbatore. Other factors like **infrastructure investment, government support, and better access to resources** were mentioned by fewer respondents, indicating a strong preference for skill development across all education levels.

CONCLUSION

The study highlights key insights into the wedding event management industry in Coimbatore, focusing on socio-economic influences, customer expectations, and satisfaction levels. It was found that social media trends play a major role in shaping client preferences, particularly in décor and theme selection. Socio-economic factors, such as educational qualification, showed no significant impact on the challenges faced or improvement factors identified by clients. Across all groups, there was a strong demand for professional training programs for event managers, indicating a shared belief that skill enhancement is essential for the industry's growth. Overall, the findings suggest that focusing on service quality, creative planning, and professional development can greatly enhance customer satisfaction and the future of wedding event management in Coimbatore.

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