



Decoding the Big Fat Indian Wedding Industry

Submitted for
Skill Enhancement Course (SEC): “Research Methodology”

B.A. (Hons.) Economics, Semester IV

Submitted To

Dr. Shilpa Chaudhary

Mr. Vipul Ranjan

Ms. Deepti Sethi

Submitted By

Khushi Jain

Rishita Arora

Jhalak Arora

Priya Thakur

Tanya Singh

Introduction

This project deals with the *decoding of the big fat Indian wedding industry* and its interconnections with other industries and their significant impact on the GDP.

Keywords

Decoding- Analysing or interpreting the collected information.

WEDDING INDUSTRY- This is an industry that is made up of multiple smaller enterprises that are part of different industries like caterers, wedding consultants, dresses, various beauty suppliers, photographers, etc.

In this project, we are going to analyse the interconnection between the wedding industry and various other industries (for example; the electronic industry, travel & tourism industry, etc) and their significant impact on the GDP.

When in the movie *Band baaja baraat* the protagonist said “*Recession ho ya inflation ...shadiyaan to honi hai*”, he was not wrong.

Earlier weddings used to be simple. Even now it's somewhat of an unorganised industry but Indian weddings are turning into big events and the big event management companies, start-ups, and fashion houses are getting attracted to it.

Weddings are seasonal but for those who are tying the knot it's a once-in-a-lifetime event and to make it memorable they spend their lifetime of savings.

As per a survey conducted by the CAIT Research and Trade Development Society, during the period of 14 Nov to 14 Dec 2022, around 32 lakh weddings were solemnised across the country with a massive flow of about **3.75lakh crore** by way of wedding purchasing and obtaining various services.

Therefore, we can say that it's a Band Baja and Baraat with all the *taam jhaam*.

Examples:

1. In 2018, the wedding of Isha Ambani, the daughter of Mukesh Ambani, one of India's richest men, cost a rumoured \$ 100 million.
2. The five-day 2016 nuptials of the daughter of mining baron and politician Gali Janardhan Reddy at an estimated \$74 had gold-plated invitation cars and 50,000 guests.
3. In 2004, the wedding of steel tycoon Lakshmi Mittal's daughter's wedding cost around \$ 60 million.
4. A Delhi-based 26-year-old teacher, Sunita, had saved up \$2000 from her monthly salary of \$200 for the wedding expenses. However, the wedding was called off because of high dowry demand.

Cost of Indian Wedding:

- Dinner cost (average): Rs 700 to 2000 per person
- Pandal decoration cost: Rs 10,000 to 25,000
- Bridal designer saree/ lehenga cost: Rs 5,000 to 50,000
- Designer Sherwani cost : Rs 15,000 to 40,000
- Wedding invite cost: Rs 100 to 1500 per card
- Bridal makeup cost: Rs 5000 to Rs 50,000
- Donation/fee to the priest, to advocate for marriage registration is separate.
- Matchmaking websites like shaadi.com have high subscription costs
- Miscellaneous Expenses: These include expenses of accommodation of guests, transport, and other costs of the 3 to 5-day wedding events and long-lasting celebrations. These costs get doubled if someone opts for a *destination wedding*.
- Divorce is not cheap either. Marriages are said to be made in heaven, but divorce is most certainly a very earthly affair.

SOME EXAMPLES OF INDUSTRY INTERCONNECTIONS ARE-

- 1) Flower prices nearly double as demand rises in the wedding season, generating a turnover of over a crore. **(source; Economic Times)**
- 2) Despite the recent world trend, wedding tourism has seen a growth of 75% in the past few years, which shows this market, specifically the destination weddings niche, is proving to have an optimistic development and becoming a relevant topic in events tourism. **(Source; Research Gate)**

3) From Chinese, and continental to Indian bites, weddings have it all. Catering businesses also witness a boom during the wedding season.

4) Consumer electronics manufacturers and retailers expect higher sales in December and the January-March quarter when the wedding season is at its peak.

"The wedding season should help to clear out inventory piled up with trade," said the Godrej Appliances business head Kamal Nandi.

Literature Review

Many researchers have penned down their thoughts on this topic :

Reetika Madaan, 2015- In her research paper she revealed that the Indian Wedding Industry is over Rs. 100,000 crores and is still developing by 25 to 30 percent yearly. She shows the liaison between wedding expenses and the Indian economy.

Ravi Kumar Arya, Ritik Ranjan Gupta, Jatin Kumar, Tanay Shubham, Ravi Dugh, 2021- Their research showed how COVID-19 impacted one of the most progressive industries in the world i.e The Indian Wedding Industry.

Wedding Wishlist 2022- In their blog, they researched that a staggering 1 crore weddings take place in India every year and the wedding industry is growing at 25-30% annually. The factors contributing most significantly to this rise, include a rising urbanisation rate and GDP.

Forbes India, December 30, 2022: The sky's the limit when it comes to spending on Indian weddings this year. There has been a gradual increase in destination weddings, prices of vendors have hiked post covid.

5paisa: Indian weddings have witnessed a paradigm shift post-pandemic. Before the pandemic, people used to have an extensive guest list of 400-500 people, but the pandemic-induced restrictions introduced Indians to intimate weddings and they seem to love that idea. Weddings in India have become an intimate affair, people now prefer to have thinner guest lists. The focus has shifted from quantity to quality, people are now preferring to have premium weddings with close ones.

Industries like Matrimony, Apparel, Hospitality, and many more have flourished and will continue to do so.

The Times Of India, October 29, 2022: Wedding is the 4th biggest industry and still so underdeveloped.

CNBC, January 15, 2023: Many millennial couples in India no longer see the appeal of having wedding guest lists with hundreds of people. Despite couples trimming the size of their weddings, they're spending just as much. Major spending for venues, food, and decorations remains the norm, said one wedding planner.

Business Economics, January 4, 2019: About 84,960 marriages are held at 531 Kalyana mandapas (marriage halls) in Bangalore every year.

About 943 tonnes of high-calorie quality food is wasted in these halls annually. The total food wastage in the city is estimated at Rs. 339 crores in 2013.

Paramita Suklabaidya: Wedding Tourism- India as a country is one of the beneficiaries of this new trend. Both NRIs and foreigners are choosing an Indian wedding, with all its traditional rituals and interesting locales.

Objective/ Hypotheses

This study would try to find out the interconnection between the wedding industry and various other industries such as the catering industry, flower industry, clothing, jewellery, tourism, and other such industries.

Data Sources

Primary Data

The research study is conducted by collecting primary data through an online survey of people in the age group of 21 to 51.

Design of the study

QUANTITATIVE RESEARCH DESIGN

A *quantitative approach* in design study is a research methodology that involves the collection and analysis of numerical data to explore or test a hypothesis or research question related to design. This approach involves the use of structured research methods, such as surveys or experiments, to gather data in a systematic and objective way.

As the research design is well structured, and specific and has the clear distinction between the method of data collection and study designs, and has been tested for their validity and reliability, the method of design is quantitative.

CROSS-SECTIONAL STUDY DESIGN

A *cross-sectional approach* in design study is a research method that involves collecting data at a single point in time from a sample of individuals or objects. This approach is used in design studies to explore a particular design issue or phenomenon among a specific group of people or objects.

The study design used is cross-sectional as respondents were contacted only once during the research. It was a one-shot study design.

RETROSPECTIVE STUDY DESIGN

Retrospective design is a research methodology that involves collecting data from past events or experiences to understand a phenomenon of interest.

As the research design examines an event that has already taken place it is a retrospective study design.

Types of Research

OBJECTIVES PERSPECTIVE

Correlational research

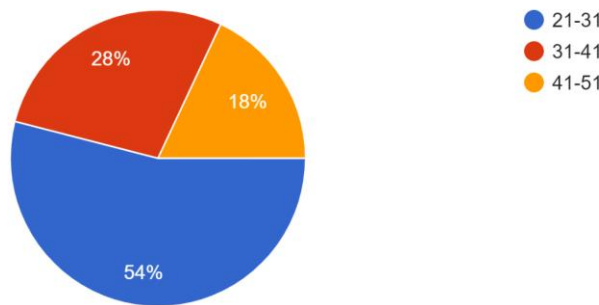
is a type of research that is used to investigate the relationship between two or more variables. This research study has been conducted to establish a relationship between weddings and their impact on various industries.

ENQUIRY MODE PERSPECTIVE

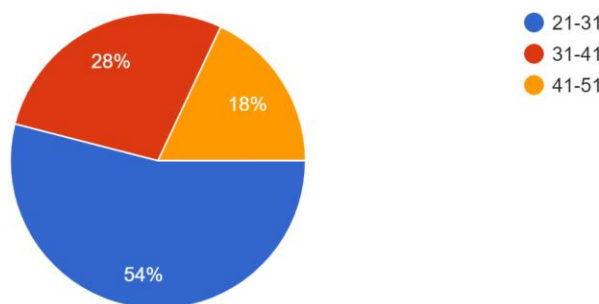
In quantitative research As the research design is well structured, and specific and has a clear distinction between the method of data collection and study designs, and has been tested for their validity and reliability.

Results And Findings

What age group do you belong to
100 responses



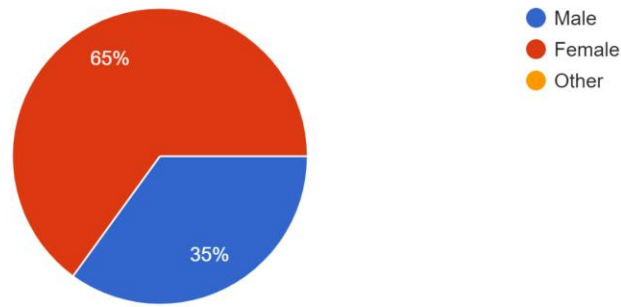
What age group do you belong to
100 responses



The above pie chart shows that out of 100 responses, 54% of people belong to the age group of 21-31, 28% of people belong to the age group of 31-41, and 18% people belong to the age group of 41-51.

What is your gender?

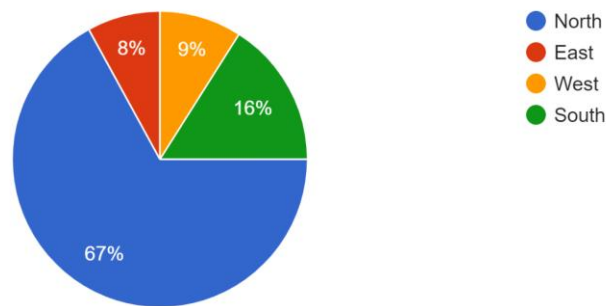
100 responses



The above pie chart shows that 65% of the females were surveyed and 35% of the males were surveyed.

Which region of India you belong from?

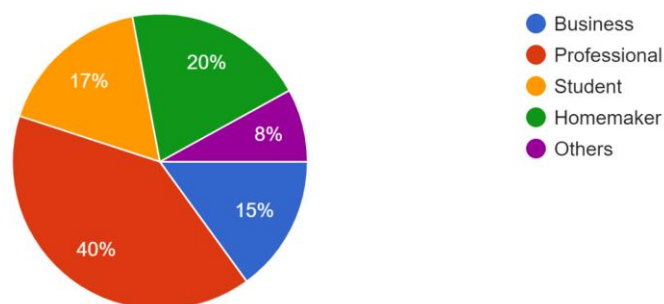
100 responses



The above pie chart shows that 67% of people surveyed were from the northern region of the country, 16% from the southern region, 9% from the Western region, and 8% from the Eastern region.

What is your occupation?

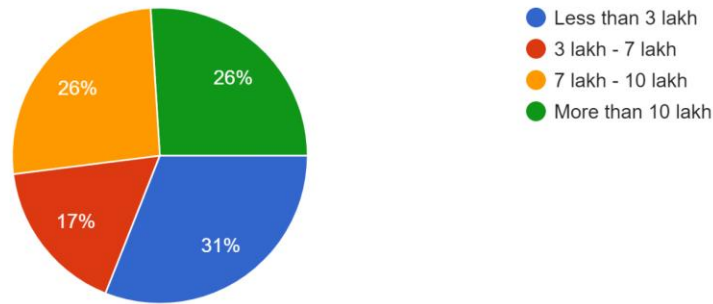
100 responses



The above pie chart shows that 40 % of the sample of the targeted group constituted Professionals, 20% of Homemakers, 17 % of Students, 15% of Business oriented people, and 8 % of others.

Which income group do you belong to?

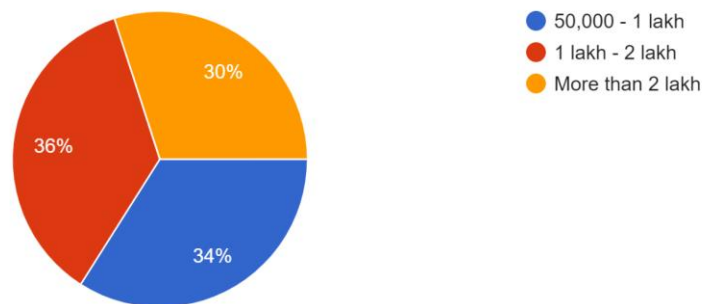
100 responses



The above pie chart shows out of 100 people surveyed, 31% belonged to less than 3 lakhs of income group, 26% to 7-10 lakhs, 26% to more than 10 lakhs, and 17% to 3-7 lakhs.

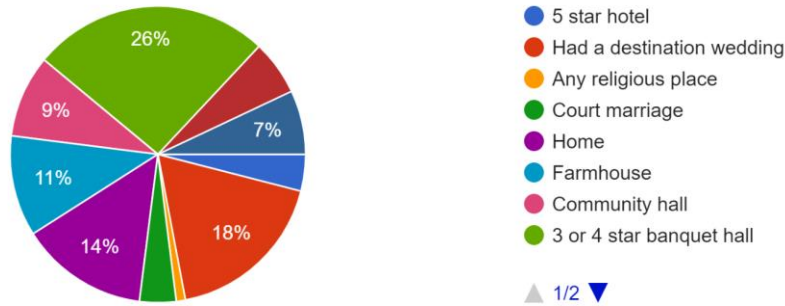
What is your Monthly family income?

100 responses



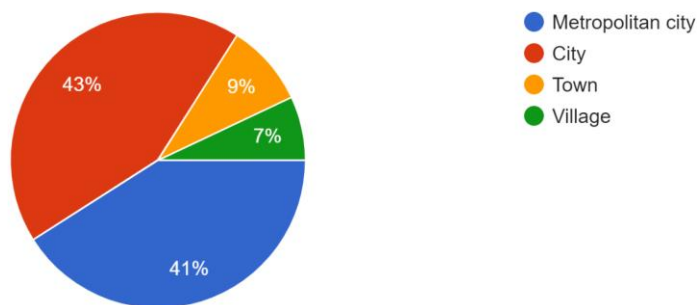
The above pie chart shows the monthly income of 100 targeted responses, out of which 36% have a monthly income between 1-2 lakhs, 34% have a monthly income between 50,000- 1 lakhs, and 30% have a monthly income of more than 2 lakhs.

Where did you get married?
100 responses



The above pie chart shows out of 100 people surveyed, 26% got married in a 3 or 4-star banquet hall, 18% of the targeted group had a destination wedding, 14% of them got married in their own homes, 11% in a farmhouse, 9% in a community hall, 6% of them got married in a 5-star banquet hall, 4% in a 5-star hotel, 4% of them had a court marriage and the remaining 7% at some other venues.

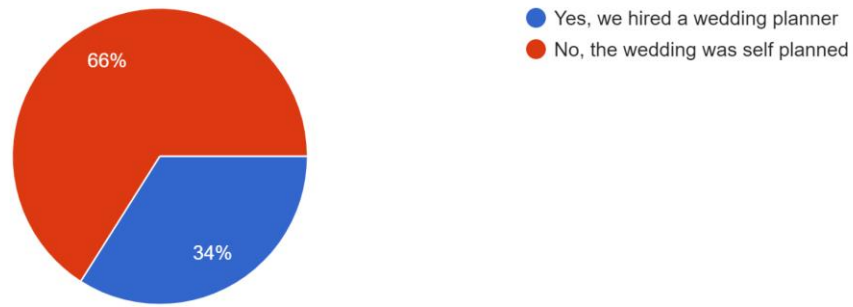
Where did the wedding take place?
100 responses



The above pie chart shows out of 100 people surveyed, the wedding of 41% took place in a metropolitan city, 43% of the targeted group's weddings took place in cities other than metropolitan cities, 9% in town, and the remaining 7% in a village.

Did you hire a wedding planner or the wedding was self planned?

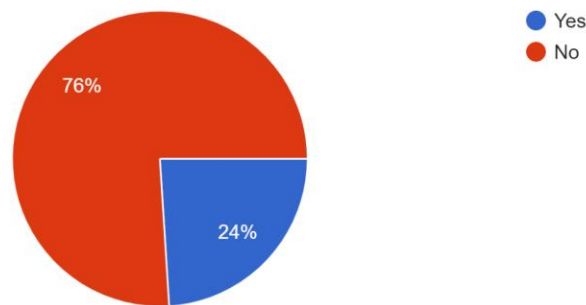
100 responses



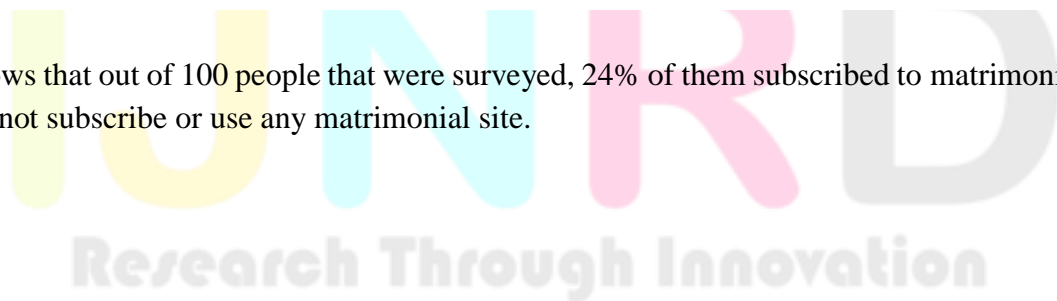
The above pie chart shows that out of 100 people surveyed, 66% of them did not hire a wedding planner (they had a self-planned wedding) and 34% of them hired a wedding planner to plan their wedding.

Did you subscribe to any matrimonial site (eg: shaadi.com)?

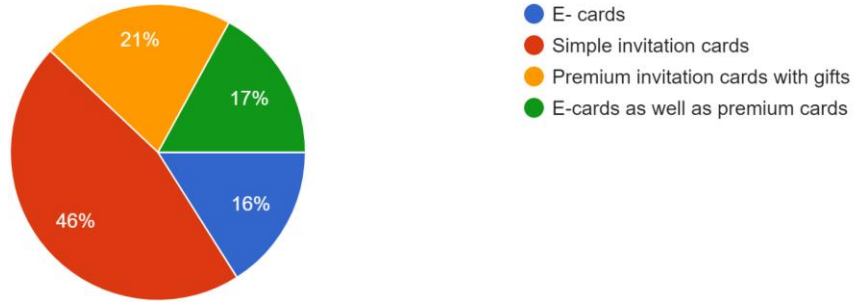
100 responses



This pie chart shows that out of 100 people that were surveyed, 24% of them subscribed to matrimonial sites and 76% of them did not subscribe or use any matrimonial site.

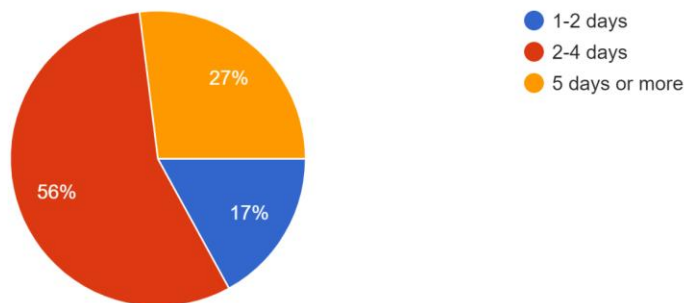


How were the invites for the wedding like?
100 responses



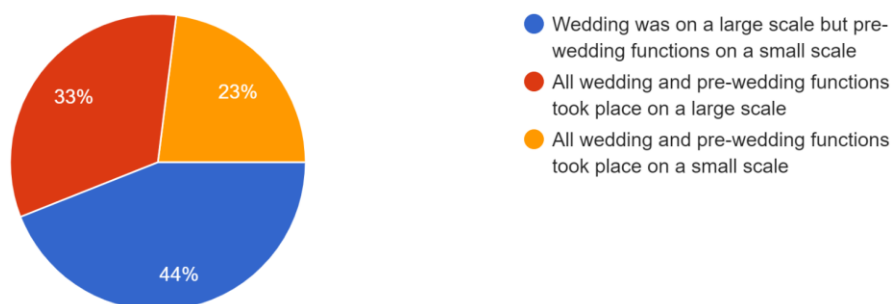
The above pie chart shows that out of 100 people surveyed, 46% of them sent simple invitation cards to people, 21% of them invited people using premium invitation cards with gifts, 17% of them sent E- cards along with premium cards, and the remaining 16% of the targeted group sent e-cards.

For how many days did the Wedding functions last?
100 responses



The above pie chart shows that out of 100 people surveyed, 56% of the targeted group had their wedding functions last for 2-4 days, 27% had it last for 5 or more days whereas 17% had it last for 1-2 days.

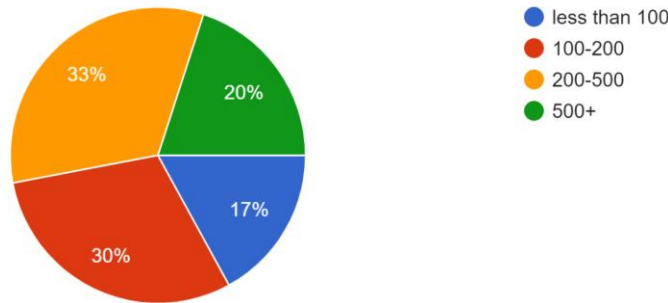
On what scale did the wedding and the pre-wedding functions take place?
100 responses



The above pie chart shows that out of 100 people surveyed, 44% of the targeted group held their wedding on a large scale but other pre-wedding functions on a small scale, 33% of the group held their wedding and all other pre-wedding functions on a large scale, whereas 23% of the group held a wedding and all pre-wedding functions on a small scale.

Around how many guests were invited to your wedding?

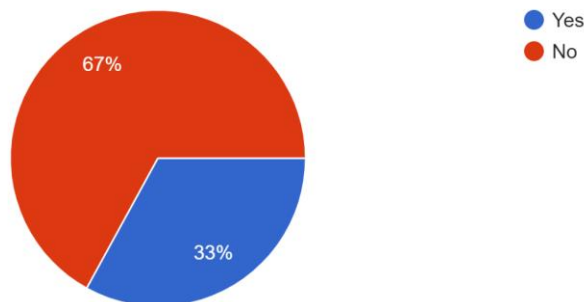
100 responses



The above pie chart shows that out of 100 people surveyed 33% of the targeted group invited 200-500 people at their wedding, 30% invited 100-200 people at their wedding, 20% invited 500 or more people whereas only 17% invited less than 100 people at their wedding

Did you have liquor at your wedding?

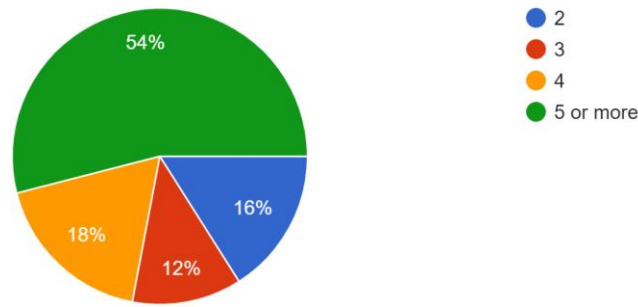
100 responses



The above pie chart shows that out of 100 people surveyed 67% of the targeted group did not have liquor at their wedding while 33% of the group did have liquor.

How many cuisines did you have at your wedding?

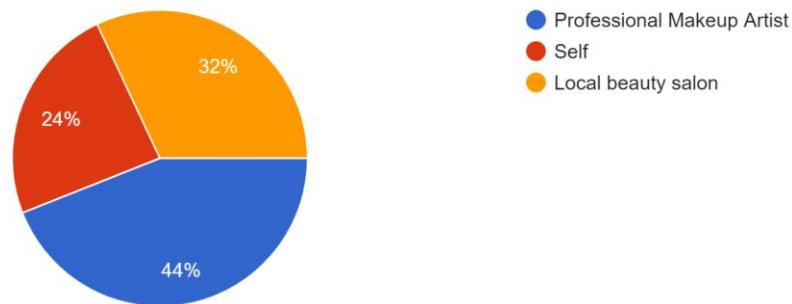
100 responses



The above pie chart shows that out of 100 people surveyed, 54% of the targeted group had 5 or more cuisines at their wedding, 18% of the group had 4 cuisines, 16% had only 2 cuisines, whereas 12% had 3 cuisines at their wedding.

Where did you get ready from?

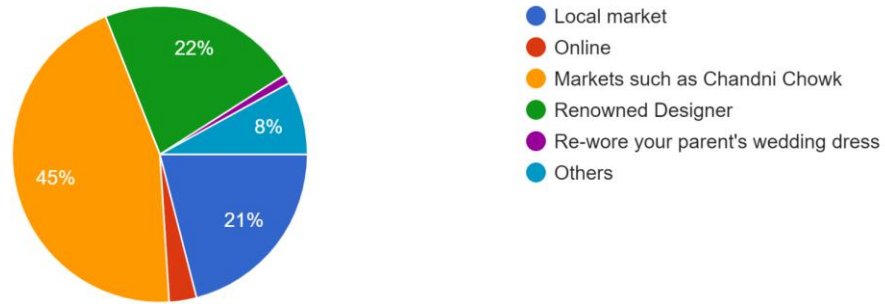
100 responses



The above pie chart shows that out of 100 people surveyed 44% of the targeted group hired professional Makeup artists to get ready for their wedding, 32% of the group got ready from a local beauty salon while 24% got ready themselves for their big day.

Where did you get your wedding dress from?

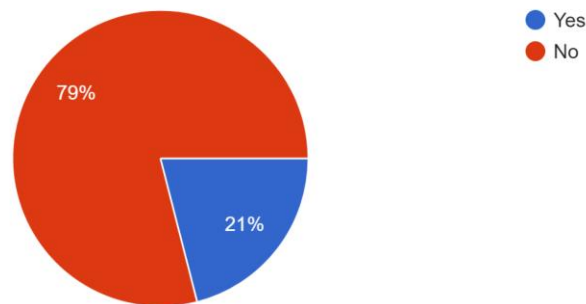
100 responses



The above pie chart shows that out of the 100 people surveyed 45% of the targeted group bought their wedding dress from markets such as Chandani Chowk, 22 % from renowned designers, 21% from local markets, 1% rewore parent's wedding dresses,3% bought it online and 8% chose other options.

Did you or your family take any wedding loans?

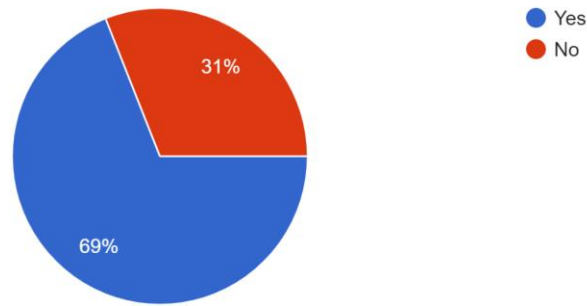
100 responses



The above pie chart shows that out of 100 people surveyed, 21% of the targeted group took wedding loans whereas the remaining 79% did not.

Did you have your house renovated for the wedding?

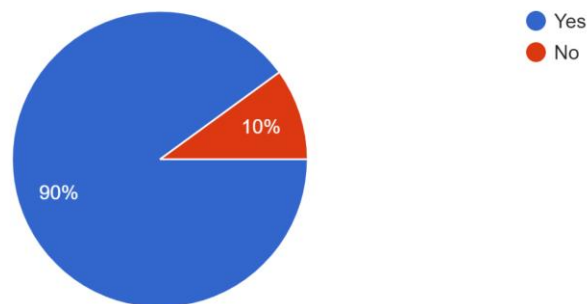
100 responses



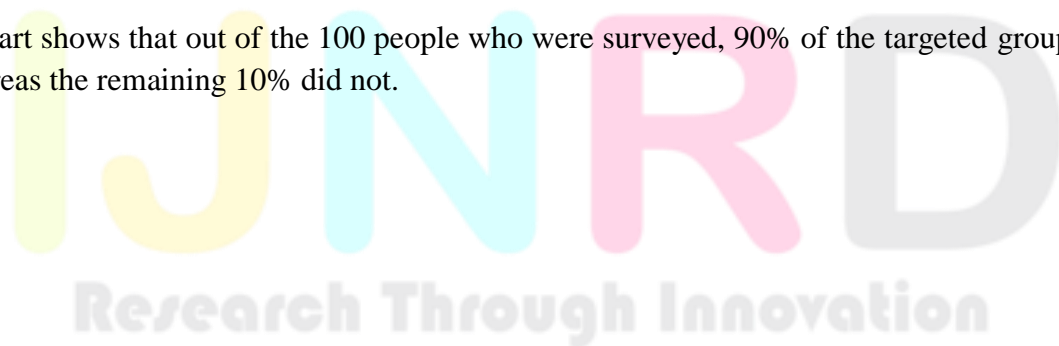
The above pie chart shows that out of the 100 people who were surveyed, 69% of the targeted group had their house renovated whereas the remaining 31% did not.

Did you invest in jewellery?

100 responses

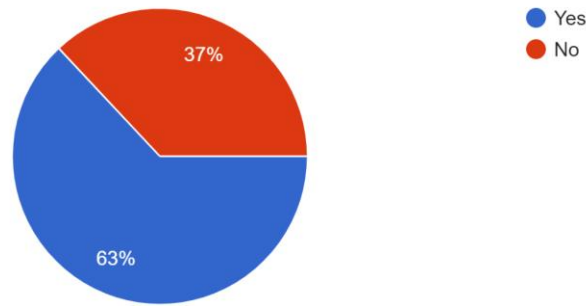


The above pie chart shows that out of the 100 people who were surveyed, 90% of the targeted group did invest in jewellery whereas the remaining 10% did not.



Did you rent any automobiles, electronics, and housing during or for the wedding?

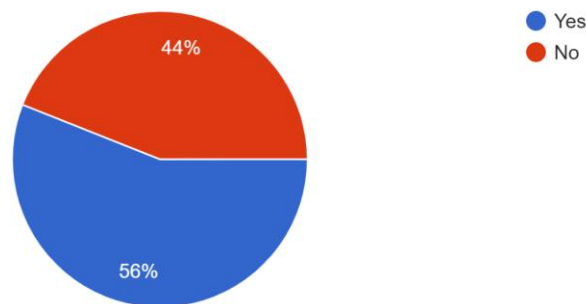
100 responses



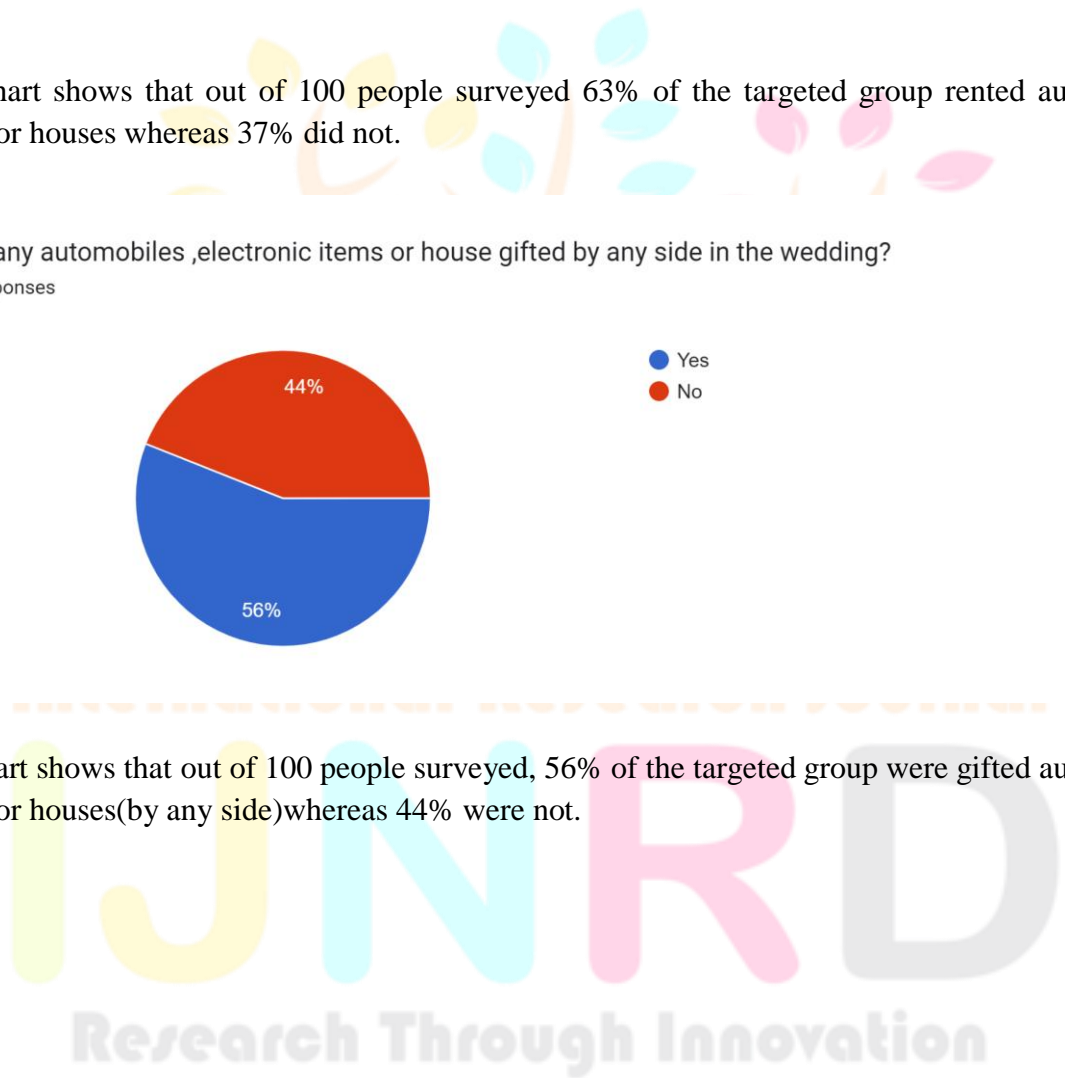
The above pie chart shows that out of 100 people surveyed 63% of the targeted group rented automobiles, electronic items, or houses whereas 37% did not.

Were any automobiles ,electronic items or house gifted by any side in the wedding?

100 responses

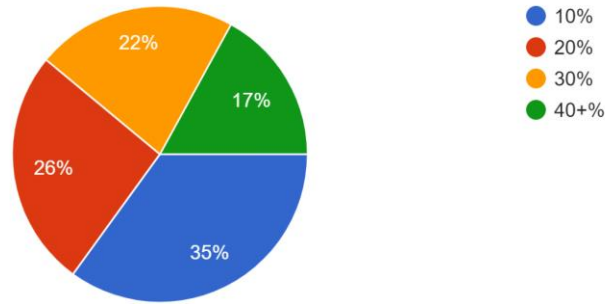


The above pie chart shows that out of 100 people surveyed, 56% of the targeted group were gifted automobiles, electronic items, or houses (by any side) whereas 44% were not.



What proportion did you spend on automobiles ,electronics, housing?

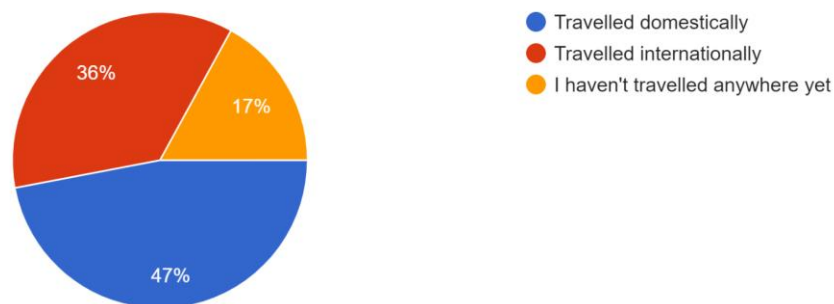
100 responses



The above pie chart shows that out of 100 people surveyed 35% of the targeted group spent 10%,26% of the group spent 20%,22%of the group spent 30% and17% of the group spent more than 40% of their income on automobiles, electronics, and housing.

Where did you travel post-wedding(honeymoon)?

100 responses

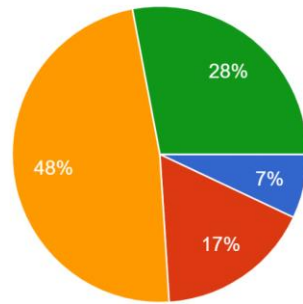


The above pie chart shows that out of 100 people surveyed, 47% of the targeted group travelled domestically post their wedding, 36% of the group travelled internationally and 17% didn't travel anywhere.

Research Through Innovation

Did you hire a professional photographer?

100 responses

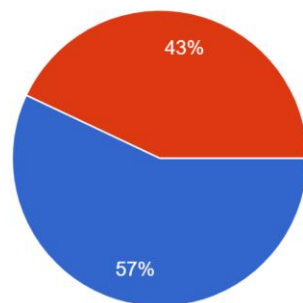


- No, we didn't hire any photographer
- We hired a photographer to cover the wedding ceremony only
- We hired a photographer to cover the wedding as well as other pre-wedding functions
- We hired a photographer to cover a pre-wedding photoshoot and wedding as well as other functions.

The above pie chart shows that out of 100 people surveyed 48% of the targeted group hired a photographer to cover the wedding as well as the pre-wedding functions, 28% of the group hired a photographer to cover the wedding, pre-wedding shoot as well as all the other functions, 17% hired a photographer to cover the wedding ceremony only, whereas 7% didn't hire any photographer.

Did you have a pre-wedding photoshoot?

100 responses



- Yes
- No

The above pie chart shows that out of 100 people surveyed, 57% of the targeted group had a pre-wedding photoshoot at their wedding and 43% of the group did not.

Impact on economy, interlinkage between industries, and recent trends:

1) **Hospitality and Hotel Management** industries have witnessed a boom in their business with the onset of massive wedding functions as most of the people surveyed chose to tie the knot in banquet halls or ended up having a destination wedding. From the targeted group, we can conclude that people are choosing private wedding functions but with the same/top-notch budget.

2) The **Event Planning Industry** has experienced significant progress over the past decade, with many opportunities for growth and development. The wedding industry, in particular, has led to the generation of

numerous employment opportunities, despite its relatively small scale. However, there are still many unexplored opportunities in this industry waiting to be seized. The growth and success of the event planning industry can be attributed to several factors such as personalised experiences, and many more.

3) **E-businesses** are also experiencing an upswing due to the recent expansion of the wedding industry. For example, shaadi.com and bharatmatrimony.com have seen significant growth in their respective companies.

4) **Paper industry**: An interconnection between the paper industry and the wedding industry can be seen in the survey conducted. Most people from the targeted group still prefer simple or traditional invites.

Recent trend: There has been a huge digital jump in the invites category which has helped in employment generation as e-businesses related to the production of e-cards are also booming.

Eg. Card designers witness an increase in their usual income during the peak wedding season.

5) The wedding season has become more like a festive season. According to our research, most of the people had their wedding on a large scale as they invited around 200-500 people. People still prefer to have a lavish wedding which contributes greatly to the Indian wedding industry.

6) **Liquor industry**- There's an interconnection between the wedding industry and the liquor industry. According to the survey conducted by us it was seen that most people that belong to the northern part of India prefer to have alcohol at their weddings as compared to the people from other parts of the country.

7) **Culinary industry**- A boom in the culinary and catering industry has been witnessed which is evident through this research as most of the people had more than 5 cuisines at their weddings. This shows that the wedding industry is contributing to the growth of more unconventional professions which has helped in generating more employment opportunities in our economy.

8) **Makeup artistry, also known as MUA**, has become a fascinating and increasingly popular career option. Many people have become drawn towards it after witnessing its increasing demand for wedding functions.

9) **Renowned and local designers**-Wedding season can be a profitable time for both renowned and local designers in the fashion industry. The high demand for wedding attire and services creates an opportunity for designers to showcase their work, make sales, and expand their businesses. By providing unique, personalized, and high-quality designs and services, designers can benefit from the wedding season and contribute to the overall success of the industry.

Renowned designers often have established brands and reputations, which can attract customers who are willing to pay premium prices for their designs. These designers may also have relationships with high-end bridal boutiques and stores that specialise in wedding attire, which can increase their exposure and sales.

On the other hand, local designers can also benefit from the wedding season by providing unique, personalised, and often more affordable designs. They may offer customised services, such as creating a one-of-a-kind dress or suit, or offering alterations and fittings to ensure a perfect fit. Local designers may also have relationships with local bridal boutiques, which can help to increase their exposure and sales.

10) **Banking and financial institutions**-Wedding loans can be a profitable business for banks, as they can charge interest on the loans and potentially earn fees for processing the loans. However, it's important to note that not all banks offer wedding loans, and those that do may have different terms and interest rates. Taking out loans during the wedding season can have a positive impact on the economy by supporting local businesses, creating

jobs, and stimulating spending. People take out loans to pay for their wedding expenses, they are essentially spreading out the cost of the wedding over a longer period of time. This can help to prevent financial strain and allow people to continue to spend money on other goods and services during and after the wedding season.

11)Renovation of houses-Renovating a house during the wedding season can have a positive impact on the economy by creating jobs, supporting local businesses, increasing property values, promoting sustainability, and improving neighbourhood.

Home renovation projects typically require the services of a variety of professionals, including architects, contractors, plumbers, electricians, and carpenters. When people undertake home renovation projects during the wedding season, they are essentially creating jobs for these professionals, which can help to stimulate the economy.

Moreover, home renovation projects often involve purchasing materials and supplies, such as lumber, flooring, paint, and fixtures. This creates demand for these products, which can support local businesses and create jobs in the manufacturing and retail industries.

12)Jewellery investment-investing in jewellery during the wedding season can have a positive impact on the economy by supporting jobs, promoting local businesses, encouraging sustainability and ethical practices, promoting cultural diversity, and creating personal wealth.

By investing in jewellery that is ethically sourced and manufactured, consumers can help to promote responsible practices within the industry, such as fair labour practices and environmental sustainability.

Moreover, investing in jewellery can also support local businesses, such as jewellery stores and boutiques, which can help to keep money circulating within the local economy. This can also help to promote entrepreneurship and small business growth, which can have a positive impact on the overall economy.

13)The housing, automobile, and electronic industries often experience increased demand during the wedding season.

Housing: During the wedding season, there is usually an increased demand for housing as couples may look for new homes or rental properties to start their married life together. This can result in a surge in the real estate market.

Automobile: Weddings often involve transportation needs, such as renting or purchasing cars for the bride and groom, transportation for guests, or arranging for luxury vehicles for wedding processions. This can lead to increased demand for automobiles, including luxury cars, limousines, and other vehicles for wedding-related events.

Electronics: With couples often purchasing or upgrading electronic appliances and gadgets for their new homes, such as televisions, home appliances, smartphones, cameras, and other electronic devices. Electronic gifts are also popular choices for wedding registries or as gifts for the couple.

The wedding season can have a positive impact on these industries, with increased sales and business opportunities and thus there is growth in other industries(shows interlinkage between various industries). Businesses in the housing, automobile, and electronic sectors may offer special promotions, discounts, or packages targeting the wedding season to attract customers and capitalise on the increased demand.

Websites such as housing.com for housing and apps such as shaadi.com also show significant traffic and growth during the wedding season

14) **Travel and tourism industry** : *Destination weddings*, where couples choose to get married in a different location than their hometown, have become increasingly popular. This can lead to an increase in travel and tourism to wedding destinations, such as beach resorts, exotic locations, or cultural landmarks. Destination weddings often involve not only the couple but also their families and friends, resulting in increased bookings for flights, hotels, transportation, and local activities, boosting tourism in the chosen destination.

Wedding guests often travel to attend weddings, especially if the event is held in a different city or country. This can result in increased travel and tourism as guests make travel arrangements, book accommodations.

Honeymoon Travel: After the wedding, couples often go on a honeymoon, which involves travel to a destination for their post-wedding vacation. This can result in increased bookings for flights, hotels, and other travel-related services, boosting tourism in honeymoon destinations. Websites such as makemytrip.com trivago.com witness a lot of site traffic

15) **The photography industry** has seen a boom in recent years, particularly in the field of pre-wedding and wedding photography. Pre-wedding and wedding pictures have become an essential part of many couples' wedding celebrations, capturing precious moments and creating lasting memories. This trend has led to an increased demand for professional photographers, resulting in a growing photography industry.

Pre-wedding Photography: Pre-wedding photography, also known as engagement or couple photography, involves capturing candid and posed shots of couples before their wedding day.

The growth of pre-wedding and wedding photography has also led to *unconventional career choices* in the photography industry. Many photographers are choosing to specialise in pre-wedding and wedding photography as their main source of income, creating a niche market for their services.

Summary and Conclusion

In India, Weddings are not just a ceremony, but a grand celebration that lasts for several days. The wedding season in India usually starts from November and goes on till February or March, depending on the region and the community.

During the wedding season, people in India indulge in a lot of festivities, including elaborate decorations, traditional ceremonies, music, dance and food.

This research project enabled us to gather the responses of around 100 people from age 21-51 with 65 females and 35 males who have had their unique experiences of tying the knot.

The above study portrays different choices and preferences of people belonging to different age groups, the changing trends and recent developments in the wedding industry. From North to South, East to West disparities in choices related to the same topics can be seen in the above study. While 26% of the surveyed preferred tying the knot in a 3 or 4 star banquet hall, 18% had a destination wedding while the rest preferred to have an intimate

wedding in courts or at home, this shows an interconnection between Hospitality and Hotel Management industry and the wedding industry. Next, from our survey we can also conclude that 40% of the people hired a wedding planner, leading to a boom in the Event management industry. The survey also shows that 44% of the targeted group held their wedding at a large scale while other pre wedding functions on a small scale, whereas 33% of the group had their wedding and other pre wedding functions at a large scale.

Weddings are more like a festival in India usually held on a large scale as can be concluded from our study that 33% of the people invited 200-500 people at their wedding while 20% invited more than 500 people. Weddings also show an interconnection between liquor and wedding industry as 67% of the targeted group in our survey did have liquor at their wedding. Similarly, an interconnection between automobile, housing, jewellery, photography and travel and tourism industry can be clearly seen in our project. Apart from these the flower and home decor industry also witness a significant rise in their income during the peak wedding season.

From Wedding planners to Professional Makeup artists, Weddings not only lead to an increase in the incomes of people but it also leads to employment generation.

Overall, the wedding industry has a positive impact on a country's economy.

For example; During the Wedding season, people in India purchase new clothes and accessories for the wedding industry for the ceremonies. This results in a surge in sales for the retail industry, including traditional clothing, jewellery, footwear and accessories. According to a report by the India Brand Equity Foundation, the Indian Ethnic wear market is expected to reach USD 19.9 billion by 2023.

Problems and Limitations of the study

Social desirability bias: Survey respondents may be hesitant to provide honest answers if they feel that their responses may be judged negatively. In the case of the Indian wedding industry, individuals may be hesitant to admit that they are not familiar with other related industries, or they may overstate the importance of these industries to avoid appearing uninformed.

Regional and cultural variations: The Indian wedding industry is highly fragmented, with regional variations in customs, traditions, and practices. This makes it difficult to generalise findings across different regions and cultures.

Ethical concerns: Conducting research on the Indian wedding industry may raise ethical concerns, particularly when it comes to studying the practices and customs of specific communities.

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APPENDIX

The aim of this survey is to get a picture of how various industries have witnessed a boom with the onset of weddings in recent years.

Your participation will be a valuable contribution in this research study. The data provided by you will be kept confidential and will be used for research purpose only.

DECODING THE BIG FAT INDIAN WEDDING INDUSTRY (QUESTIONNAIRE)

Wedding industry is an industry that is made up of multiple, smaller enterprises that are part of different industries like caterers, wedding consultants, dresses, various beauty suppliers, photographers, etc.

In this project, we are going to analyse the interconnection between the wedding industry and various other industries (for example; the electronic industry, travel & tourism industry, etc) and their significant impact on the GDP.

This questionnaire aims at collecting the information regarding the recent wedding trends as well as the opinions and preferences of people who recently tied the knot.

QUESTIONNAIRE

1.Name

2.Email

3. What age group do you belong to?

- a)21-31
- b)31-41
- c)41-51

4. What is your gender?

- a)Male
- b)Female
- c)Other

5.Which region in India do you belong to?

- a)North
- b)East
- c)West
- d)South

6. What is your occupation?

- a)Business
- b)Professional
- c)Student
- d)Homemaker
- e)others

7.Which income group do you belong to?

- a)Less than 3 lakh
- b)3 lakh-7 lakh
- c)7 lakh-10 lakh
- d)More than 10 lakh

8.What is your monthly family income

- a)50,000-1 lakh
- b)1 lakh-2 lakh
- c)More than 2 lakh



9. Where did you get married?

- a) 5 star Hotel
- b) Had a destination wedding
- c) Any religious place
- d) Court marriage
- e) Home
- f) Farmhouse
- g) Community hall
- h) 3-4 star banquet hall
- i) 5 star banquet hall
- j) other

10. Where did the wedding take place?

- a) Metropolitan city
- b) city
- c) town
- d) Village
- e) Others

11. Did you hire a wedding planner or the wedding was self planned?

- a) We hired a wedding planner
- b) No, the wedding was self planned

12. Did you subscribe to any matrimonial site for the wedding? (for eg: shaadi.com)

- a) Yes
- b) No

13. How were the invites for the wedding like?

- a) E-cards
- b) Simple invitation cards
- c) premium invitation cards with gifts
- d) E-cards as well as premium cards

14. For how many days did the Wedding functions last?

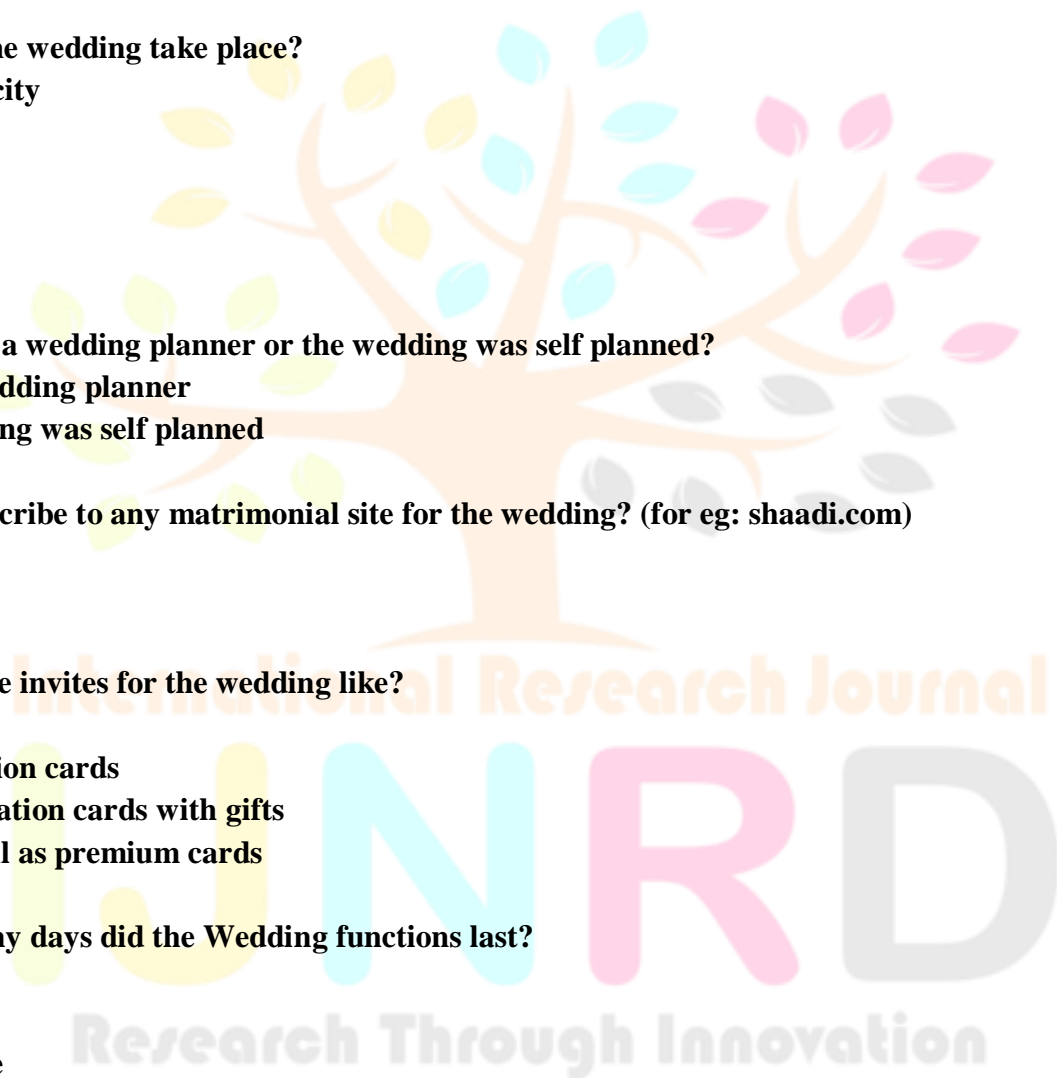
- a) 1-2 days
- b) 2-4 days
- c) 5 days or more

15. On what scale did the wedding and the pre-wedding functions take place?

- a) Wedding was on a large scale but pre-wedding functions on a small scale
- b) All wedding and pre-wedding functions took place on a large scale
- c) All wedding and pre-wedding functions took place on a small scale

16. Around how many guests were invited to your wedding?

- less than 100
- a) 100-200
- b) 200-500



c)500+

17. Did you have liquor at your wedding?

- a)Yes
- b)No

18. How many cuisines did you have at your wedding?

- a)2
- b)3
- c)4
- d)5 or more

19. Where did you get ready from?

- a)Professional Makeup Artist
- b)Self
- c)Local beauty salon

20. Where did you get your wedding dress from?

- a)Local market
- b)Renowned Designer
- c)Rented
- d)Re-wore your parent's wedding dress
- e)others

21. Did you or your family take any wedding loans?

- a)Yes
- b)No

22. Did you have your house renovated for the wedding?

- a)Yes
- b)No

23. Did you invest in jewellery?

- a)Yes
- b)No

24. Did you rent any automobiles, electronics, and housing?

- a)Yes
- b)No

25. Were any automobiles ,electronic items or house gifted by any side in the wedding?

- a)Yes
- b)No

26. What proportion did you spend on automobiles,electronics,housing?

- a)10%
- b)20%
- c)30%
- d)40%



27. Where did you travel post-wedding? (honeymoon)

- a)Travelled domestically
- b)Travelled internationally
- c)Haven't travelled anywhere yet

28. Did you hire a professional photographer?

- a)No, we didn't hire any photographer
- b)We hired a photographer to cover the wedding ceremony only
- c)we hired a photographer to cover the wedding as well as other pre-wedding functions
- d)We hired a photographer to cover a pre-wedding photoshoot and wedding as well as other functions

29. Did you have a pre -wedding photoshoot?

- a)yes
- b)no

