

A Study on Factors Influencing Wedding Quality by Using Model Developed by Haywood Farmer's Evaluation of Service Quality

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ABSTRACT

The article major focus is to identify the factors affecting service quality in wedding event services from the customers' point of view. Research has been carried out with the help of primary data and secondary data. Data collected through questionnaire is entered into software CSpPro and analysed in various tools like SPSS and Excel. Based on present research the model can be altered by adding influence of price as a dominant factor to the model. Most of the wedding quality can be improved by increasing the budget of wedding so there is a strong influence of price on wedding quality around weddings of north Karnataka region.

Keywords: Service Quality, Haywood Farmer, Wedding events, Professional Judgement, Behavioural Aspects, Physical Facilities, Wedding Planners, Wedding Quality.

INTRODUCTION:

Latest analyst reports estimate the Indian wedding industry to be a staggering € 34.5 bn and growing at a rate of 20 to 25 percent a year. A study by retail news platform, Indianretailer.com, says that with about one marriage per family every 20 years, the country averages roughly 10 million marriages every year. An average 30 to 40 grams of gold is bought in every marriage across the country, thus the total consumption of gold, just for the weddings is between 300 to 400 tonnes annually. And there is no end in sight for this inflationary trend in the wedding market. It is expected that the per capita income in India will rise by 300 percent in the next two decades. With half of India's population under 29 years of age, the marriage market is set to boom like never before over the next five to ten years (Stanislas Dembinski, 2015).

Reasons for testing model on wedding environment are, Event management being rapidly growing industry and there are very less research made compared to other services. Wedding industry being an unorganised in nature there is a strong need to understand wedding industry around north Karnataka and suggest strategies to make wedding business an organised service in and around study area.

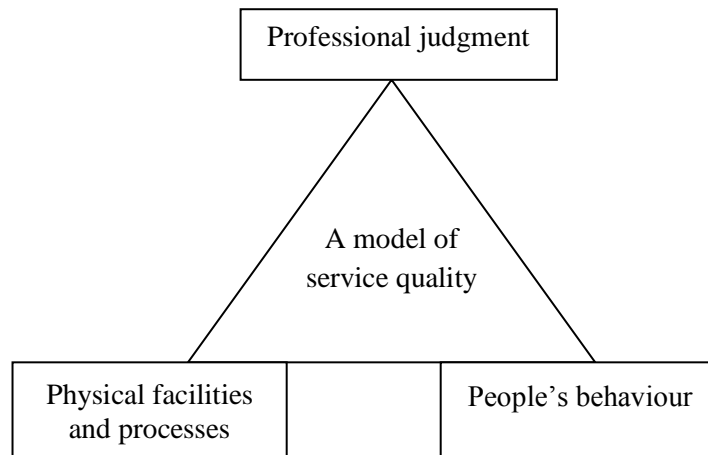
LITERATURE REVIEW:

Service quality can be defined as a comparison of customer expectations with service performance. Service providers with high service quality meet the customer needs and also remain most economical in terms of competition as improved service quality also makes an organisation more competitive. High service quality is achieved by knowing operational process through identifying defects in service and defining measures for service performances & outcomes as well as level of customer satisfaction.

"A similar study can be developed for e-service quality models and their dimensions. Due to distinctive characteristics of electronic services, measuring eservice quality differs from measuring traditional service quality" (Ghorbani and Yarimoglu, 2014).

E-service quality models have been analyzing the website characteristics and also internet marketing tools except services marketing. Defining the relationships among the dimensions of e-service quality models, services marketing, and internet marketing is a wide range of subject to research.

The article has a major focus on service quality and its evaluation with customer perspective. Service quality evaluation tests with an existing model by Attribute service quality model (Haywood-Farmer, 1988), in this model Haywood has tried to explain the significance of balancing services with three basic attributes:



Organisations in the service sector are highly diverse and that there are three important dimensions upon which they can be segregated for better management of quality. The study focused on service quality as described as comprising three elements: physical facilities, processes and procedures; personal behaviour; and, professional judgement on the part of serving staff. Study has evaluated the influence of these three factors on the service quality of wedding events around north Karnataka. To get good quality service the appropriate mix of these three elements must be found and carefully balanced. What constitutes an appropriate mix will, in part, be determined by the relative degrees of labour intensity, service process customisation, and contact and interaction between the customer and the service process. As these organisational characteristics evolve, the balance of quality components must also change and customers must be suitably prepared for the change.

RESEARCH METHODOLOGY:

Type of research –Descriptive Research

Population of the study – Every Married couple of North Karnataka, the actual number is unknown as there is no data source.

Sampling Size – 411 Married Respondents

Sampling Technique – Snowball Sampling (Non Probability)

Data Collection:

Sources of Data – Primary Data – Collected with structured Questionnaire

Secondary Data – Research Papers, Journals, Thesis, Reports, Text Books, Magzines and Internet

Data Analysis – Analyzing data by using different statistical methods and software such as MSExcel

OBJECTIVES OF THE STUDY:

To identify the factors affecting service quality in wedding event services from the customers point of view.

- H1: There is no positive effect of professional judgment of wedding planner on wedding quality.
- H2: There is no positive effect of physical facilities and processes at venue on wedding quality.
- H3: There is no positive effect of behavioral aspects of wedding planner's team at venue on wedding quality.

Data Source:

Research has been carried out with the help of primary data and secondary data. Primary data has been generated with the help of questionnaire. Secondary data being collected from accessing many sources, including text books, journals, articles, survey reports and internet.

Data collection method:

Primary data is collected with the help of questionnaire developed by defining each factors listed in the model to wedding environment. To understand the questionnaire and terms listed respondent has to have the knowledge of service quality model this is the reason for using snowball sampling.

Data representation:

The data collected is entered into CSpro software by the programme developed to enter the data. Data is coded and made easy to test on advanced techniques of the software and tests to prove or disprove hypothesis made for the research.

Data analysis tools:

Advanced statistical tools were used for data analysis. The data collected were fed into CSpro which later was taken to SPSS Version 20 for statistical analysis. IBM AMOS was used for model fit. Mean, Standard Deviation, Chi Square, ANOVA, Correlation, Confirmatory analysis and Structural Equation Model were used to analyse the data so as to attain the meaningful conclusions.

Sampling:

Sampling is the process of identifying units (e.g., people, organizations) from a population of interest so that by studying the sample one can fairly generalize the results of the study to the population from which they were chosen.

Sample Frame:

Sampling frame for the study is divided on the basis of geography. Considering North Karnataka as the study area data collection is made in this part of Karnataka. All respondents were from the same region.

Sample Population:

Sample Population is identified from North Karnataka region. In order to test the service quality evaluation study has collected responses from married respondents by snowball sampling method.

Sample Size:

Sampling size for the research was selected with Cochran (1977) developed a formula to calculate a representative sample for proportions as

$$n_0 = \frac{z^2 pq}{e^2}$$

Where, n_0 is the sample size, z is the selected critical value of desired confidence level, p is the estimated proportion of an attribute that is present in the population, $q = p - 1$ and e is the desired level of precision Sampling Area

For example, suppose we want to calculate a sample size of a large population whose degree of variability is not known. Assuming the maximum variability, which is equal to 50% ($p = 0.5$) and taking 95% confidence level with $\pm 5\%$ precision, the calculation for required sample size will be as follows (Guwahat S, 2013)

$p = 0.5$ and hence $q = 1 - 0.5 = 0.5$; $e = 0.05$; $z = 1.96$

$$n_0 = \frac{(1.96)^2 (0.5)(0.5)}{0.05^2} = 384.16 = 384$$

ANALYSIS AND INTERPRETATION:

Data collected through questionnaire is entered into software CSPro and analysed in various tools like SPSS and Excel. Before analyzing, the data has been filtered removing incomplete questionnaires and to validate the data collected. Cronbach's alpha helps to validate the data collected and if the scores are less, researcher has to rework on the data and then run rest of the tests for analysis.

What is alpha and why should we care?

Cronbach's alpha is the most commonly used measure of reliability (i.e., internal consistency). It was originally derived by Kuder & Richardson (1937) for dichotomously scored data (0 or 1) and later generalized by Cronbach (1951) to account for any scoring method.

There are different reports about the acceptable values of alpha, ranging from 0.70 to 0.95 Nunnally et al

(1994); Bland et al (1997) and DeVellis R(2003). A low value of alpha could be due to a low number of questions, poor interrelatedness between items or heterogeneous constructs. Considering cronbach alpha being the best test for evaluating the reliability of the questionnaire, we found following values for the data collected from field.

Reliability Statistics for Professional Judgment	
Cronbach's α	N of Items
0.859	10

With value of cronbach being 0.859 for 10 variables related to construct Professional Judgement of the service quality model, we can say, the data collected is accurate to the best to analyse and further.

Reliability Statistics for Physical Facilities and Processes	
Cronbach's α	N of Items
0.906	13

With value of Cronbach's being 0.906 for 13 variables related to construct Physical facilities and process of the service quality model, we can say, the data collected is accurate to the best to analyse and further.

Reliability Statistics for Behavioral Aspects	
Cronbach's α	N of Items
.921	16

With value of cronbach being 0.921 for 16 variables related to construct Behavioral Aspects of the service quality model, we can say, the data collected is accurate to the best to analyse and further.

Factors affecting service quality of wedding was computed using three information first professional judgment of wedding planner: Diagnosis, competence, advice, guidance, innovation, honesty, confidentiality, flexibility, discretion and knowledge, second one is Physical facilities and processes at venue: Location, layout, décor, size, facility reliability, process flow, capacity balance, control of flow, process flexibility, timeliness, speed, ranges of services offered, communication. Third are behavioral aspects of wedding planner's team: timeliness, speed, verbal and non-verbal communication, courtesy, warmth, friendliness, tact, attitude, tone of voice, dress, neatness, politeness, attentiveness, anticipation, handling of complaints and solving problems. The principal component analysis (PCA) was used to generate the weights for each indicator while computing the index.

Before applying PCA all the category variables were converted into binary form. After the preliminary works PCA has been applied to the selected variables, derived from component matrix has been used as weights. These raw values were further divided into three equal parts with an equal number of individuals in each group. Study did not divide vales into five divisions only due to small sample size as such; division might lead to lower cell frequencies in further analysis. Thus, at the aggregate level almost 33 percent respondents were in each of three categories.

Let us try to know the result obtained by the SPSS software when asked to run the Principal Component Analysis test.

Professional judgment of wedding planner

Indices	Frequency	Percent	Cumulative
Low Indices	89	21.7	21.7
Moderate Indices	266	64.7	86.4
High Indices	56	13.6	100.0
Total	411	100.0	

Considering the above table 64.7 percent of responses were in favor of conveying professional judgment skills of wedding planners are more important to evaluate the service quality of wedding events. Whereas 21.7 percent of the total responses received to factors under the head professional judgment were conveying an importance to these factors will effect very less on service quality evaluation of wedding events. Another 13.6 percent of the respondents strongly responded saying professional judgment skills of wedding planner are highly effective on evaluation of service quality of wedding events.

Physical facilities and processes at Venue

Indices	Frequency	Percent	Cumulative
Low Index	83	20.2	20.2
Moderate Index	209	50.9	71.1
High Index	119	29.0	100.0
Total	411	100.0	

According to principle component analysis Physical facilities were grouped into three rating by merging all the factors effecting to the attribute. The results shown were 50.9 percent of the responses were conveying strongly towards moderate effect of Physical facilities and processes at venue. 29 percent of the responses were pointing towards highly effective attribute towards evaluating wedding quality. Least percentage of responses that is 20.2 percent of responses stated the physical facilities and processes at venue were less effective towards evaluating service quality of wedding Events.

Behavioral aspects of wedding planner's team

Indices	Frequency	Percent	Cumulative
Low Indices	81	19.7	19.7
Moderate Indices	193	47.0	66.7
High Indices	137	33.3	100.0
Total	411	100.0	

Above numbers clearly indicate that behavioral attributes are more effective while evaluating service quality of wedding events.47 percent of the responses from behavioral aspects attribute were in favor of saying it has moderate effect on the evaluation of wedding service quality. 33.3 percent of the merged responses stated that behavioral aspects have high effect on evaluating the service quality of wedding events. Very few responses i.e. 19.7 percent of the responses were standing with an option of less effectiveness of these factors while evaluating the service quality of wedding events.

MAJOR FINDINGS:

1. 66 percent of the respondents clearly expressed Display of Hall, stage and other interiors are highly influential factors for the evaluation of services quality during wedding event. With this study can clearly state these are the most influential factors in the list of deciding factors of wedding quality.
2. The confidence level of the customers about facilities during wedding affects the evaluation of wedding quality. More than 75 percent of the respondents said these factors are influencing highly on the services quality of wedding.
3. 72 percent of the respondents expressed the opinion that process flow during wedding event has high influence on deciding the services quality of wedding event.
4. Knowledge of the wedding planner is highly influencing factor in deciding wedding services quality. More than 75 percent of the respondents expressed it is highly influential factor in deciding the wedding quality.

SUGGESTIONS:

1. With the responses collected customers are in need of service provider who can understand their requirement and serve them with exceeding the same. This can be an opportunity to understand customer need and satisfy them by generating service model to exceed their expectations.
2. Most of the wedding planners or the one who are serving wedding events are needed to be trained to develop their skills in serving for an event on a better way.
3. Wedding planners have to be updated with recent trends in the industry to avoid infiltration of external workforce.
4. Service providers have to make every wedding as a unique by executing their innovative techniques.
5. Communication is the blood of service provider and customer relationship so service provider has to be pleasing while approaching customer.
6. Wedding planners have to organize layout in such a way that none of the guests feel the venue is small for an event. This is possible only when there is a proper planning of layout for wedding.

MANAGERIAL IMPLICATIONS:

When compared with Indian weddings, globally weddings may not be very much business fetching events because of the less number of attendees and other socio cultural differences. However Weddings and funerals are organised by same group of team members in few countries. Indian market is Seasonal and budding industry for event managers. There are many costliest weddings organised by Indians abroad and home country as well. So there are wide ranges of opportunities for those who want to explore their career in event planning industry or wedding planner professionals.

Since Wedding is a seasonal occasion business can be planned accordingly and rest of the year wedding planners can work on developing their innovative skills by attending workshops or seminars organised by many academic institutes. This will help professionals to be in touch with the wedding environment throughout a year also help to be aware of trends of the industry around globe.

Since destiny weddings are getting in trend it is advisable to wedding planners to organise wedding in any place of choice by their clients. In other words wedding planners cannot restrict themselves to single location of their choice but they have to be flexible in relocating and facilities mobility.

Based on present research the model can be altered by adding influence of price as a dominant factor to the model. Most of the wedding quality can be improved by increasing the budget of wedding so there is a strong influence of price on wedding quality around weddings of north Karnataka region.

The outcome of study has indicated customers expect more professionalism in organising wedding events. This can be the buzz to initiate professional courses by university to develop professional skills among those who want to explore their career in event planning business.

Further most of the respondents in the area know about wedding planners but there is no single point of contact for wedding needs in the area so there is more potentiality for wedding planners. This is the right time to those who are looking for start-ups in service industry. They can enjoy monopoly initially. Starting wedding planner business is not an easy task so one has to take into confidence of those who are already serving wedding needs in much unorganised way. One option can be empanelment of these unorganised channels under one roof with mutual benefit.

Wedding planner business can bring more business into account for example matrimony services, return gifts planning and many other businesses connected to cater the requirement of weddings. It is most important for wedding planner to offer trending services and facilities.

CONCLUSION:

The research identifies the factor influencing more on wedding quality and indeed very useful to understand the mindset of the customers. The study has explored wedding industry around north Karnataka region as well. Further study can be used as base for those who want to explore their career in event management industry or as a wedding planner professional.

SCOPE FOR FUTURE RESEARCH:

Just like an old saying every end is the new beginning this research can lead to many such new beginnings. Following can be few of such new beginnings.

The researcher has tested Haywood farmer's service quality model in the area of wedding industry further the same can be tested on different types of events like sports events, corporate events, concerts, academic events and other cultural festivals.

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