Tech Meets Tradition: Exploring Online Emergence in Wedding Services

Srishti Alias Sanjana Sandeep Virdiker, Dhanush B V, Moksha Vora, Muhammed Osman, Muskan Gupta, Muttukuru Vishal Sai, Dr. Ravichandran K (Professor)

CMS Business School - Jain University

Abstract- India's wedding industry is a multi-billion-dollar, culturally deep, emotionally deep, and highly formalized industry. Traditionally, wedding planning is founded on face-to-face communication, word of mouth within families, and local networks of providers. Over the past decade, though, there has been steady change driven by the increasing popularity of smartphones, increased internet penetration, and the arrival of technology-savvy millennial and Gen Z consumers. The convergence of technology and this highly cultural ritual is opening up opportunities for innovation, convenience, and transparency though with its own set of challenges.

This research report, "Tech Meets Tradition: Examining Online Emergence in Wedding Services," aims to explore this new terrain by examining how online websites are transforming the process of discovering, evaluating, and booking wedding services. It gathers information from individual consumers (those who plan, attend, or organize weddings) and business vendors (those who offer services like venues, catering, decor, photography, etc.), providing a 360-degree picture of this digital disruption.

A carefully constructed questionnaire was used to collect qualitative and quantitative information from 125 respondents comprising 90 individuals and 35 wedding service providers. The primary aim of the survey was to probe usage patterns, comfort with technology, problems that have been experienced, desired features, and adoption intentions for electronic platforms. Findings record broad ranges of expectation and experience and provide useful insight into market readiness and unmet needs.

Keywords: **Indian Wedding Industry, Digital Transformation, Online Wedding Services, Consumer Behavior, Technology Adoption**

1: INTRODUCTION AND REVIEW OF LITERATURE

1.1 Introduction

Weddings in India are not merely ceremonial events; they are grand, deeply symbolic occasions that reflect tradition, culture, community ties, and personal milestones. Indian weddings often span multiple days and involve extensive planning, coordination, and collaboration among families, friends, and a diverse range of service providers. Traditionally, wedding planning has been done through face-to-face interactions, family recommendations, local knowledge, and word-of-mouth referrals. However, with the rapid evolution of digital technology and changing consumer behaviour, there has been a noticeable shift in the way weddings are planned and executed.

Today's generation of consumers—especially millennials and Gen Z—are digital natives. They expect convenience, speed, transparency, and customization. The rise of online marketplaces, mobile apps, virtual planning tools, and social media platforms has opened new avenues for planning weddings with greater efficiency and personalization. From booking venues and photographers to designing invites and coordinating guest lists, every aspect of the wedding process is increasingly being handled through digital means.

On the supply side, wedding vendors—ranging from large-scale event organizers to individual freelancers—are recognizing the need to build a strong online presence and adopt digital tools for operations, customer engagement, and payments. However, the level of digital readiness among vendors varies significantly based on location, scale, and access to technology.

This study explores this dynamic and evolving landscape by analysing how individuals and businesses in the wedding services sector are engaging with technology. It aims to evaluate the opportunities, challenges, and expectations around online platforms for wedding services, and how such platforms can

bridge the gap between traditional practices and modern demands.

1.2 Need for the Study

Despite the exponential growth of India's digital economy, the wedding services sector has lagged behind other industries in embracing digital transformation. The fragmented nature of the industry, coupled with the personalized and emotion-driven nature of weddings, makes the adoption of standardized online platforms both challenging and necessary.

There is a growing demand among consumers for simplified, trustworthy, and integrated solutions to manage wedding planning. At the same time, service providers are in search of platforms that can offer them visibility, streamlined operations, and consistent client flow. Bridging this demand-supply gap through technology-enabled solutions is critical.

This study is needed to:

- Understand current trends and behaviours in digital wedding planning.
- Identify key pain points and gaps in existing platforms.
- Explore the perceived benefits and challenges of technology adoption from both consumer and vendor perspectives.
- Provide recommendations for a comprehensive, inclusive digital ecosystem for the wedding industry.

1.3 Scope of the Study

This research aims to examine the growing role of online platforms in transforming wedding services, with a specific focus on Bangalore, a major metropolitan city known for its blend of tradition and modernity. Bangalore offers a unique context where digital literacy is high, yet traditional wedding customs continue to hold significant value—making it an ideal setting to explore the intersection of technology and culture in the wedding ecosystem.

Key Focus Areas:

1. Digital Adoption Trends in Bangalore:
The study explores how both consumers and vendors in Bangalore are embracing online platforms and mobile apps for wedding planning and execution.

2. User Behaviour and Preferences:

The research examines how individuals in Bangalore plan weddings, discover vendors, and make service-related decisions online.

3. Challenges Faced in a Metropolitan Context:
The study investigates practical challenges in the digital adoption journey for wedding stakeholders in Bangalore, such as platform trust, customer communication gaps, and competition among service providers.

4. Expectation from Digital Platforms:
It identifies what features, services, and experiences people in Bangalore expect from an ideal online wedding planning platform.

5. Potential for Growth in Bangalore's Wedding Tech Market:
The study evaluates the market readiness and potential scalability of tech-enabled wedding solutions in the city.

1.4 Review of Literature

Several studies and market insights have explored digital disruption across industries. The wedding industry, while unique in its emotional and cultural context, is beginning to reflect similar trends of technology-driven transformation. The following literature forms the theoretical basis for this study:

1.4.1 Technology in Event Management

Jones and Li (2019) found that digital solutions in event management significantly improved task coordination, vendor communication, and guest engagement. Platforms offering centralized dashboards, live updates, and real-time analytics reduced stress and human error, demonstrating potential for adaptation in wedding planning.

1.4.2 Digital Behaviour of Modern Consumers

A report by WeddingWire (2021) showed that 80% of couples in urban regions begin their wedding planning online. They prioritize platforms that offer:

- Inspirational content (Pinterest, Instagram)
- Reviews and ratings
- Virtual consultations and price comparisons
- Seamless online transactions

The report highlighted those visual platforms like Instagram influence vendor selection more than traditional advertisements.

1.4.3 The Size and Complexity of the Indian Wedding

Market

KPMG (2020) estimates the Indian wedding industry to be worth over ₹3.5 lakh crore, growing annually by 20-25%. Despite its size, the sector remains largely unorganized. There is a strong presence of informal players and small businesses with limited access to formal marketing or digital tools.

1.4.4 Vendor Challenges in Going Digital

Mukherjee & Singh (2022) observed that small vendors face numerous barriers to digital adoption:

- Limited digital literacy
- Fear of online fraud or payment issues
- High commission rates on marketplace platforms
- Difficulty managing customer queries and reviews online

Their study emphasized the need for vendor-friendly platforms with support for onboarding, trust-building, and local language options.

1.5 Research Gap

While several platforms and studies have addressed aspects of digital wedding planning, there is a noticeable gap in comprehensive research that:

- Captures both consumer and vendor perspectives in detail.
- Evaluates the success and limitations of current online wedding platforms.
- Proposes a framework for a fully integrated digital ecosystem that serves both ends.

This study seeks to fill that gap by presenting primary data-driven insights, contextualized within the unique socio-cultural setting of Indian weddings.

1.6 Objectives of the Study

1. To analyse the level of awareness and adoption of online wedding platforms among individuals and vendors.

2. To identify the key pain points and challenges experienced by both user groups.

3. To evaluate the expectations and desired features from an ideal online wedding service platform.

4. To provide strategic recommendations for the development of a platform that bridges tradition with technology.

5. To explore the role of digital transformation in making the wedding planning process more transparent, accessible, and efficient.

2: RESEARCH METHODOLOGY

2.1 Introduction

This chapter outlines the comprehensive methodology adopted to examine how online platforms are transforming the wedding services industry in Bangalore. Given the city's dynamic blend of modern technology and rich cultural traditions, Bangalore serves as an ideal urban centre to explore this transformation. The research methodology was designed to investigate the behaviour, preferences, challenges, and digital readiness of two key stakeholder groups—individual wedding planners/consumers and wedding service vendors. This dual approach ensures a holistic understanding of the online emergence in the wedding ecosystem.

2.2 Research Design

The study is based on a mixed-method, descriptive and exploratory research design.

- Descriptive: It seeks to systematically describe the current state of awareness, digital behaviour, and challenges faced by individuals and vendors in using online wedding platforms.
- Exploratory: It also aims to explore unaddressed needs, hidden gaps, and emerging opportunities in the digital transformation of wedding planning and service delivery.

This design allows for both quantitative data collection and qualitative insight generation, thereby providing a well-rounded understanding of the research problem.

2.3 Research Objectives

The research was guided by the following core objectives:

1. To evaluate the awareness and extent of digital adoption among individual consumers and vendors in Bangalore's wedding sector.

2. To analyse the key pain points experienced by users and providers when using online wedding planning platforms.

3. To study user expectations regarding features, convenience, and transparency in digital wedding services.

4. To assess the level of digital readiness among service providers in terms of online presence, tech usage, and platform engagement

5. To provide strategic insights and

recommendations for developing an inclusive and user-friendly digital platform that bridges traditional wedding planning with modern technology.

2.4 Research Approach

A quantitative research approach was employed as the primary method of investigation, enabling the collection of measurable and comparable data. To complement the quantitative findings and provide deeper context, qualitative elements—such as open-ended questions and vendor interviews—were integrated.

This hybrid approach allows for:

- Measuring patterns and behaviours through statistical analysis.
- Capturing personal experiences, opinions, and motivations that might not emerge from structured questions alone.

2.5 Data Collection Method

The research primarily relied on primary data collection using structured questionnaires and direct interaction with respondents.

Data Collection Instruments:

- Online Survey Forms: Distributed via Google Forms and email for both individuals and businesses.
- Offline Data Collection: Conducted at event expos, wedding shows, and through vendor visits to gather in-person responses.
- In-depth Interviews: Conducted with selected vendors to gain qualitative insights into their digital experience and challenges.

Both questionnaires were structured, yet open-ended options allowed respondents to share additional feedback.

2.6 Sampling Methodology

A non-probability, purposive sampling technique was adopted. This method enabled the targeted selection of individuals and businesses that were most relevant to the research focus.

Target Respondents:

1. Individual Respondents (Consumers):

o Recently married or engaged individuals
o Parents or relatives involved in wedding planning
o Residents of Bangalore between the ages of 21–45
o Have used or considered using digital tools or websites for wedding services

2. Business Respondents (Vendors):

o Event and wedding planners
o Photographers and videographers
o Decorators and florists
o Caterers
o Venue owners
o Bridal makeup artists
o DJs, musicians, and entertainers
o All vendors operating in Bangalore

Sample Size:

- Individual Respondents: 90
- Business Respondents: 35

2.7 Questionnaire Design

Two separates but thematically aligned questionnaires were developed:

Individual Questionnaire Themes:

- Demographics
- Awareness and usage of online wedding platforms
- Decision-making criteria for vendor selection
- Preferred digital tools (websites, apps, social media)
- Trust and satisfaction levels with online services
- Expectations from digital platforms

Business Questionnaire Themes:

- Type of service offered
- Digital presence and online marketing practices
- Client acquisition channels
- Usage of third-party wedding platforms
- Challenges with online client handling and digital tools

Willingness to invest in tech solutions and future readiness Both sets included:

- Closed-ended questions for data analysis (Yes/No, Likert Scale, Multiple Choice)
- Ranking/Rating-based questions for gauging preferences
- Open-ended questions to capture unique

experiences and ideas

2.8   Tools for Data Analysis
Data collected from the questionnaires were cleaned, organized, and analysed using the following tools:
• Microsoft Excel for data tabulation, chart generation, and percentage analysis
• Graphical analysis using bar charts, pie charts, and histograms to visualize trends
• Categorical sorting to differentiate responses based on stakeholder group
• Descriptive statistics to present the most frequent patterns, behaviours, and gaps The analysis is divided into two parts:
• Part A – Individual Consumer Analysis
• Part B – Business/Vendor Analysis

2.9   Ethical Considerations
• Participation in the survey was voluntary and anonymous.
• All data was collected with the informed consent of the respondents.
• The identity of participants is protected, and data is used purely for academic purposes.

2.10   Limitations of the Study
1. The study was restricted to Bangalore, limiting the generalizability to other regions.
2. The sample size of 125, while balanced, may not fully represent the broader population.
3. Vendor availability for interviews and form filling was limited due to their busy schedules.
4. Some respondents might have exhibited response bias due to personal preferences or lack of platform experience.
5. Time constraints restricted deeper longitudinal observations of digital adoption trends.

3: DATA ANALYSIS AND INTERPRETATION

This chapter presents the analysis and interpretation of data collected from 125 respondents in Bangalore. The sample was divided into two categories:
• Individual Respondents (90): People involved in wedding planning (either recently married or actively organizing weddings).

• Business Respondents (35): Wedding service providers including event planners, photographers, decorators, etc.

The data was collected using structured questionnaires, and the results were analysed using Microsoft Excel. The responses were tabulated, visualized, and interpreted to understand the digital shift in wedding planning and service delivery.

Part A: Analysis of Individual Respondents
3.1 Demographic Profile
Table 1: Demographic Profile

Age Group	Frequency	Percentage
25-34	36	28.80%
35-44	25	20.00%
45-54	29	23.20%
55 and Above	35	28.00%
Total	125	100%
Mean Frequency	31.25	
SD (Frequency)	5.19	

As per the analysis, 28.8% of the respondents are aged 25-34, 28.0% fall into the age category 55 and above, 23.2% fall under 45-54, and 20.0% of the respondents belong to the age category 35-44.

Table 2:Gender

Gender	Frequency	Percentage
Female	43	34.40%
Male	79	63.20%
Prefer not to say	3	2.40%
Total	125	100%
Mean Frequency	41.67	
SD (Frequency)	37.83	

As per the above table, 63.2% of the respondents are male, 34.4% are female, and 2.4% preferred not to say.

Table 3:Monthly Income

Monthly Income Level		Frequency	Percentage
₹1,00,000 +		46	36.80%
₹25,000	-₹49,999	24	19.20%
₹50,000	-₹99,999	40	32%
Below ₹25,000		15	12%
Total		125	100%
Mean Frequency		31.25	
SD (Frequency)		14.27	

As per the above table, 36.8% of the respondents have a monthly income of ₹1,00,000 and above, 19.2% have an income between ₹25,000 and ₹49,999, 32% have an income between ₹50,000 and ₹99,999, and 12% have an income below ₹25,000

Table 4:Roles

Role in Wedding Industry	Frequency	Percentage
Catering service provider	4	3.20%
Decorator/Florist	2	1.60%
Individual planning a wedding (Couples, Parents, Friends, etc.)	90	72%
Makeup artist/stylist	6	4.80%
Photographer/Videographer	3	2.40%
Wedding hall owner	20	16%
Total	125	100%
Mean Frequency	20.83	
SD (Frequency)	34.52	

As per the above table, a significant majority (72%) of the respondents are individuals planning a wedding (couples, parents, friends, and relatives). The second largest group is wedding hall owners, comprising 16% of respondents. Other roles represent smaller percentages: catering service providers (3.2%), makeup artists /stylists (4.8%), photographers/ videographers (2.4%), and decorators/ florists (1.6%).

Table 5:Awareness

Awareness of Online Wedding Services	Frequency	Percentage
Yes	77	85.56%
No	13	14.44%
Total	90	100%
Mean Frequency	45	
SD (Frequency)	45.25	

As per the above table, 85.56% of the respondents are aware of online wedding services, and 14.44% of the respondents are not aware of online wedding services.

Table 6:How do you look for online platforms

Finding and Booking Wedding Services	Frequency	Percentage
Online search (Google, wedding directories)	15	16.67%
Recommendations from family/friends	30	33.33%
Social media (Instagram, Pinterest, Facebook)	30	33.33%
Wedding planners	15	16.67%
Total	90	100%
Mean Frequency	22.5	
SD (Frequency)	8.66	

As per the analysis, 33.33% of the respondents find and book wedding services through recommendations from family/friends, 33.33% use social media platforms (Instagram, Pinterest, Facebook), 16.67% rely on online search (Google, wedding directories),

and 16.67% utilize wedding planners.

Table 7:Have booked any wedding platform

Awareness of Online Wedding Services	Frequency	Percentage
Yes	52	67.53%
No	25	32.46%
Total	77	100%

67.53% of people know how to book wedding platform online and 32.46 % don't know how to book.

Table 8: Challenge Faced When Booking Wedding Services Online

Challenge Faced When Booking Wedding Services Online	Count	Percentage
Lack of vendor transparency	25	32.20%
Slow or delayed responses from vendors	5	6.90%
Uncertainty about vendor credibility	40	52.20%
Complicated or unclear payment processes	4	5.4%
Others	3	3.30%

As per the above table, 6.9% of respondents reported slow or delayed responses from vendors as a challenge when booking wedding services online, 52.2% reported uncertainty about vendor credibility, 32.2% reported a lack of vendor transparency, 5.4 % reported complicated or unclear payment processes, and 3.3% reported other challenges (trust, blank, advance payment).

Table 9: Useful Features in Online Wedding Booking Platform

Useful Features in Online Wedding Booking Platform	Count	Percentage
Instant booking with real-time availability	65	73.90%
Price transparency and service comparison	68	77.30%
Verified vendor reviews and ratings	58	65.90%
Virtual venue tours and digital consultations	26	29.50%
AI-based recommendations for wedding services	33	37.50%

As per the above table, 77.3% of respondents find price transparency and service comparison useful in an online wedding booking platform, 73.9% find instant booking with real-time availability useful, 65.9% find verified vendor reviews and ratings useful, 37.5% find AI-based recommendations for wedding services useful, and 29.5% find virtual venue tours and digital consultations useful.

Table 10:Value added

Wedding Services to Book Instantly	Count	Percentage
Wedding venues	68	75.60%
Photographers & videographers	37	41.10%
Catering services	49	54.40%
Florists & decorators	37	41.10%
Entertainment & DJs	24	26.70%
Makeup	4	4.40%
Others	7	7.80%

As per the above table, 75.6% of respondents would like to book wedding venues instantly, 54.4% would like to book catering services instantly, 41.1% would like to book photographers & videographers instantly, 41.1% would like to book florists & decorators instantly, 26.7% would like to book entertainment & DJs instantly, 4.4% would like to book makeup instantly, and 7.8% indicated interest in booking other services (makeup and costume related, traditional wedding costumes, and complete wedding packages) instantly.

Table 11: Preference for Using Platform

Preference for Using Platform	Count (Frequency)	Percentage
Yes, if it makes the process simpler and hassle- free	44	48.90%
Maybe, if vendor credibility and security are ensured	36	40%
No, I prefer direct communication with vendors	10	11.10%
Total	90	100%
Mean Frequency	30	
SD (Frequency)	17.32	

As per the above table, 48.9% of the respondents prefer to use the platform if it makes the process simpler and hassle-free, 40% of the respondents would use the platform if vendor credibility and security are ensured, and 11.1% of the respondents prefer direct communication with vendors.

Part B: Analysis of Business Respondents
Table 12: Source of Majority of Wedding Service Bookings

Source of Majority of Wedding Service Bookings	Count	Percentage
Word of mouth/referrals	28	80.00%
Social media marketing (Instagram, Facebook, etc.)	19	54.30%
Wedding planners and agencies	31	88.60%
Online wedding directories or own website	15	42.90%
Others (Google, Google Business tagging)	4	11.40%

As per the above table, 88.6% of respondents receive the majority of their wedding service bookings through wedding planners and agencies, 80.0% receive bookings through word of mouth/referrals, 54.3% receive bookings through social media marketing (Instagram, Facebook, etc.), 42.9% receive bookings through online wedding directories or their own website, and 11.4% receive bookings through other sources (Google, Google Business tagging).

Table 13: Biggest Challenges in Managing Bookings and Securing Clients

Biggest Challenges in Managing Bookings and Securing Clients	Count	Percentage
Difficulty in getting consistent bookings	24	68.60%
Clients delaying payments or cancelling last minute	26	74.30%
High competition, making it hard to stand out	21	60.00%
Managing bookings and availability manually	18	51.40%
Others (Implementation of technology)	1	2.90%

As per the above table, 74.3% of respondents face challenges with clients delaying payments or cancelling last minute, 68.6% experience difficulty in getting consistent bookings, 60.0% find high competition makes it hard to stand out, 51.4% face challenges managing bookings and availability manually, and 2.9% cite other challenges (implementation of technology).

Table 14: Awareness of Wedding Service Booking Platform Applications

Awareness of Wedding Service Booking Platform Applications	Frequency	Percentage
Yes (including Justdial, Booked, Bookmywed)	12	34.30%
No	23	65.70%
Total	35	100%
Mean Frequency	17.5	
SD (Frequency)	7.78	

As per the above table, 34.3% of the respondents are aware of wedding service booking platform applications (including JustDial, Bookwedgo, and Bookmywed), while 65.7% of the respondents are not aware of such applications.

Table 15: Most Beneficial Features for Business on a New Wedding Service Booking Platform

Most Beneficial Features for Business on a New Wedding Service Booking Platform	Count	Percentage
A centralized dashboard to manage inquiries, bookings, analytics, etc.	35	100.00%
A rating and review system to build trust and attract more clients	33	94.30%
Integration with social media for better marketing and visibility	18	51.40%
Dynamic pricing tools to adjust service rates based on demand	34	97.10%
Others (User Friendly application for non-technical staff)	1	2.90%

As per the above table, 100.0% of respondents find a centralized dashboard to manage inquiries, bookings, analytics, etc., would be the most beneficial feature for their business on a new wedding service booking platform. 97.1% find dynamic pricing tools to adjust service rates based on demand most beneficial. 94.3% believe a rating and review system to build trust and attract more clients would be most beneficial. 51.4% would find integration with social media for better marketing and visibility most beneficial, and 2.9% indicated other beneficial features (user-friendly application for non-technical staff).

Table 16 : Comfortable Commission/Platform Fee

Comfortable Commission/Platform Fee	Frequency	Percentage
0-5%	19	54.30%
6-10%	5	14.30%
11-15%	1	2.90%
More than 15% if value is provided	10	28.60%
Prefer a fixed monthly/ annual subscription fee	0	0.00%
Total	35	100%
Mean Frequency	7	
SD (Frequency)	7.81	

As per the above table, 54.30% of respondents would be comfortable paying a commission or platform fee of 0-5% per booking. 14.30% would be comfortable with a fee of 6-10%. 2.90% would be comfortable with a fee of 11-15%. 28.60% would be comfortable paying more than 15% if significant value is provided. Lastly, 0.00% of respondents prefer a fixed monthly/annual subscription fee.

Table 17: Willingness to Use New Platform

Willingness to Use New Platform	Frequency	Percentage
Yes, definitely	18	51.40%
Maybe, if the pricing and features are suitable	14	40.00%
No, I prefer my current booking methods	3	8.60%
Total	35	100%
Mean Frequency	11.67	
SD (Frequency)	7.51	

As per the above table, 51.4% of respondents indicated they would definitely be willing to use a new wedding service booking platform with instant booking and solutions to their key challenges. 40.0% responded that they might be willing, depending on the pricing and features being suitable. Lastly, 8.6% stated they prefer their current booking methods

4: FINDINGS AND RECOMMENDATIONS

4.1   Key Findings
Part A: Analysis of Individual Respondents

1. Demographic Insights:
   • Age Group:

The analysis shows that a major chunk of the respondents (28.8%) is aged between 25- 34 years, indicating that millennials are actively engaging in wedding planning. Another 28% belong to the 55+ age group—likely representing parents involved in the wedding planning process. This bifurcation shows that both young couples and their families are key users of wedding services.
   • Gender:

With 63.2% of the respondents being male and 34.4% female, there's a notable male dominance in survey participation. This may reflect cultural norms where decision- making, particularly financial, is male-led. However, it is essential to acknowledge that in actual practice, both genders play a critical role in wedding planning.
   • Monthly Income:

Approximately 36.8% of respondents have a monthly income above ₹1,00,000, while 32% earn between ₹50,000 and ₹99,999. This indicates a financially stable segment that may be more willing to explore premium services online. Only 12% fall below the ₹25,000 income range, implying that affordability may not be a major barrier among the majority.

2. Role in the Wedding Industry:

A significant 72% of respondents are individuals directly involved in wedding planning (couples, family, friends). This user-centric insight highlights that any digital solution should focus on simplicity, trust, and ease-of-use for non-professionals. Only a small portion of responses came from vendors like decorators (1.6%), makeup artists (4.8%), and photographers (2.4%).

3. Digital Awareness and Usage Behaviour:

- A promising 85.56% are aware of online wedding platforms.
- However, only 67.53% have actually used these platforms to book services.
- The gap between awareness and usage suggests a need for stronger trust-building, better UX, and customer education.

4. Methods of Searching for Wedding Services:

- Social media (33.33%) and recommendations from family/friends (33.33%) were the most common methods of discovering services.
- Online searches and planners were used by only 16.67% each, emphasizing the heavy reliance on social proof and personal trust networks.

5. Pain Points and Challenges:

- The most cited challenge (52.2%) was uncertainty about vendor credibility. This highlights a deep trust gap in the online ecosystem.
- Lack of transparency (32.2%) and slow responses (6.9%) were other significant concerns.
- These insights suggest the need for stronger vetting mechanisms, real-time communication tools, and vendor response tracking features.

6. Desired Features on Platforms:

- Price transparency and comparison tools (77.3%) and instant booking with real- time availability (73.9%) are highly desirable.
- Features like verified reviews (65.9%) and AI-based recommendations (37.5%) add perceived value.
- Interestingly, while virtual tours are popular in other industries, only 29.5% of respondents

viewed them as important, indicating a potential cultural or technological adoption lag.

7. Services Preferred for Instant Booking:

- Respondents showed the highest interest in instantly booking venues (75.6%), catering (54.4%), and photography (41.1%).
- This signals where platforms should initially focus their onboarding and optimization efforts.

8. Platform Usage Preferences:

- 48.9% are open to using platforms if they simplify the booking process.
- 40% are conditionally open, provided there are assurances about security and vendor reliability.
- Only 11.1% prefer direct communication with vendors, showing a general openness toward technology—if key concerns are addressed.

Part B: Analysis of Business Respondents

1. Booking Channels:

- Wedding planners (88.6%) and referrals (80%) are still the top sources of business for wedding service providers.
- Social media also plays a significant role (54.3%), highlighting the need for an integrated online marketing approach.

2. Business Pain Points:

- Payment delays or cancellations (74.3%) and inconsistent bookings (68.6%) are major hurdles.
- High competition (60%) and manual management (51.4%) are also key concerns.
- This strongly justifies the need for a well-structured digital booking and calendar management platform.

3. Awareness of Booking Platforms:

- Only 34.3% of businesses are aware of online wedding booking platforms.
- This highlights a substantial awareness gap and marketing opportunity for new entrants.

4. Business Needs for Digital Platforms:

- All respondents (100%) favoured a centralized dashboard to manage bookings, inquiries, and analytics.
- Dynamic pricing (97.1%) and rating systems

(94.3%) are also key to improving credibility and adaptability.

- Integration with social media (51.4%) was deemed helpful for visibility.

5. Preferred Commission Models:
- 54.3% prefer a commission model of 0-5%, and 28.6% are willing to go above 15% if value is demonstrated.
- Notably, 0% prefer a fixed subscription, indicating a preference for pay-as-you-earn models that scale with their business.

6. Willingness to Use a New Platform:
- Over half (51.4%) are eager to adopt a new solution.
- 40% are cautiously optimistic, depending on the cost-benefit ratio.
- This suggests a strong market opportunity if a platform can offer real solutions to pain points.

4.2 Strategic Recommendations

A. Platform Design and Feature Development
1. Vendor Verification & Rating System:
   o Introduce a strong vendor vetting system including ID checks, license validation, and client reviews to improve trust.
   o Enable customer feedback loops and verified star ratings.
2. Centralized Management Dashboard:
   o Offer tools to handle inquiries, track bookings, view analytics, and sync calendars.
   o Enable automatic reminders, follow-ups, and payment tracking.
3. Real-Time Booking & Availability:
   o Build a real-time service availability and calendar sync feature for smoother transactions.
   o Introduce "Book Now" options for high-demand services like venues and caterers.
4. Dynamic Pricing Tools:

   o Help vendors adjust prices based on peak wedding dates, demand, or customizations.
5. Social Media and Marketing Integration:
   o Provide one-click integration with Instagram, WhatsApp, and Facebook for

leads and ad promotions.
6. AI-Powered Personalization:
   o Implement machine learning to recommend vendors, themes, and service packages based on user preferences, budget, and past behaviour.

B. Marketing and Awareness Strategy
1. Target Both Individuals and Vendors:
   o Dual campaigns for both user awareness and vendor onboarding.
   o Leverage influencers, wedding bloggers, and planners to drive organic reach.
2. Highlight Testimonials & Case Studies:
   o Use real stories to show platform effectiveness in simplifying the process and ensuring quality.
3. Localized Launch Strategy:
   o Begin with regional markets during peak wedding seasons.
   o Tailor UX and vendor listings to suit local cultures and customs.
4. Educational Content:
   o Conduct webinars, short videos, or social reels that educate both users and vendors on how to use the platform and its advantages.

C. Business Model and Monetization
1. Commission-Based Revenue Model:
   o Keep commissions low (0–5%) initially to attract vendors.
   o Introduce premium placement features and dynamic pricing tools as paid services.
2. Freemium Tiers:
   o Offer basic listing for free; charge for advanced analytics, premium features, and visibility boosts.
3. Build Trust Before Monetization:
   o Prioritize platform usability, vendor satisfaction, and customer trust in early stages.
   o Monetize only after clear value delivery.

5: CONCLUSION

Conclusion
This research study, "Tech Meets Tradition: Understanding Online Emergence in Wedding

Services," has established the interactive dynamic between India's traditional wedding rituals and the growing use of digital solutions in the wedding industry. The study reveals a clear shift in consumer behaviour, where traditional values are highly prized but convenience, transparency, and digital innovation increasingly becoming integral to decision-making.

Based on individual respondent feedback, middle-aged relatives and young adults are unequivocally influential figures in wedding planning. They are technology-embracing, affluent, and comfortable with applying internet-based resources, provided they can enjoy privileges like real-time availability, curated reviews, and the ability to compare prices. There is a very large difference, however, between willingness and execution—because most often it results from lack of trust, lack of transparency among vendors, and a paucity of tools for personalization.

Business owners, particularly wedding business owners, were found to be interested in digitizing operations, provided that the platform solves the main issues like late payments, irregular leads, and visibility due to competition. Their preference for commission over subscription also offers crucial insight for monetization planning.

Overall, there is much scope for filling the gap between old-school wedding planning and new-age digital convenience. The perfect online wedding platform will need to find the right balance between automation and customization, trust and openness, new UX and cultural sensitivity.

The future of the Indian wedding market is to embrace technology not as a secondary support but as a core ecosystem that bridges the customer and vendor through a simple, authenticated, and intuitive interface.

6: BIBLIOGRAPHY

Primary Sources:
- Survey Data: Primary quantitative data collected through Google Forms from 125 respondents, including both individual users and wedding vendors across India.

Secondary Sources:
1. Statista (2023) – *Revenue from Wedding Industry in India (Online vs. Offline).*
2. Your Story (2022) – *How tech startups are redefining the Indian wedding planning industry.*
3. Economic Times (2023) – *India's big fat wedding goes digital.*
4. IBEF.org (2023) – *Indian E-commerce Industry Overview.*
5. Journal of Consumer Behaviour (2021) – *Digitization of Traditions: User Trust and Technology in Cultural Events.*
6. McKinsey Digital Report (2023) – *Consumer Journey Mapping in India's Service- Based Sectors*

7: PROOF OF OUTCOME

1. Completion of Research Objectives:
- Studied the role of technology in transforming wedding services.
- Collected primary data from both individual users and businesses.
- Analysed expectations, awareness, and gaps in digital adoption.
- Identified vendor challenges and preferences for digital engagement.
- Proposed a structured platform model with revenue strategies.

2. Data Collection Evidence:
- Google Form screenshots of survey interface and sample responses.
- Charts and graphs generated using MS Excel and Google Sheets.
- Raw data (available upon request) in spreadsheet format.

3. Analysis Tools Used:
- MS Excel: For data tabulation, charts, and percentage analysis.
- Google Forms: For distribution and response collection.
- Canva/PowerPoint: For visualization of findings in the final presentation.

4. Outcomes for Stakeholders:
For Individuals:
- Clear preference patterns and pain points identified.
- Trust and transparency emerged as key barriers to adoption.

- Actionable insights for designing a user-centric platform.

For Businesses:
- High willingness to join new platforms if value is proven.
- Dashboard, dynamic pricing, and rating systems are core needs.
- Leaning toward commission-based pricing confirms scalability options.

For Platform Developers & Entrepreneurs:
- A detailed blueprint for designing a tech-enabled wedding service platform.
- Strategic recommendations aligned with real-world expectations.
- Market readiness assessed with clear indicators of demand potential.

5. Learnings for the Researcher:
- Strengthened understanding of market research methodology.
- Gained practical experience in survey design, segmentation, and insight generation.
- Improved ability to translate data into actionable strategies.
- Understood the cultural nuances of combining tradition with technology.