

Wedding Satisfaction Modelling in Zimbabwe: Is Attending A Wedding Ceremony A Chance To See The Bride and The Bridegroom Being Disappointed?

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Abstract: Families, churches and the government are encouraging and sometimes pressurising people to hold white weddings in Zimbabwe. As a result there is an overwhelming demand for wedding services such as venues, decoration, music, photography and video filming, transport, catering and other services, especially during festive seasons. The high demand, busy schedules of wedding couples, their reserved and polite nature during the ceremony, their hurry for honey moon and adjusting to family responsibilities make them fail to effectively supervise service provision hence leading to their manipulation and dissatisfaction. Unfortunately, the guests who usually attempt to complain are 'told off' by these service providers on the basis that they were not part of the contractual agreements. If the areas of satisfaction and dissatisfaction of the bride and bridegroom are not analysed, there could be a continuous series of disappointments and 'injury' to new couples who find the value of their wedding money negative in the Zimbabwean society. The study analysed the attitudes, perceptions and general evaluations of the wedding services and products by 175 spouses represented by a quota sample of 88 brides and 87 bride grooms who wedded in the past 7 years. The research results indicated that the wedding couples were generally disappointed by the service providers. There was some gendered differences in satisfaction levels, with males being more negatively dissatisfied than females. Elderly people at wedding were found to be more dissatisfied than younger partners. Those who had wedded long back expressed more disappointments than the recently married. Time taken preparing for a wedding was found to be unrelated to satisfaction levels. It was concluded that attending a wedding ceremony proved to be a chance to witness the bride groom and the bride being disappointed. The study recommends further research to be done on the perception of wedding guests on their wedding service experiences. Wedding couples are recommended to be rational and objective when engaging service providers for their wedding ceremonies.

KeyWords: Customer complaints, dissatisfaction, disappointment, wedding industry, bride, bridegroom, white wedding, wedding guests.

I. Introduction

Satisfaction by specific services offered to clients in day to day life can be measured easily through research of specific disconfirmations. The evaluation of whether the bride and the groom are satisfied by the total wedding package is usually not done quickly for the purpose of upholding the ethical feelings of the concerned couples. The introduction of the hard currencies in Zimbabwe and rejuvenation of the economy by 2009 saw many boys and girls arranging their weddings with much pressure since they could not do it in the previous 2 to 3 years. The massive surfacing of these wedding industry customers was not matched by improvements in service offering across the wider dimensions of the wedding package (Zhang, 2013). Zimbabwean weddings can take place in the magistrate's court with few people witnessing the occasion, but majority of people prefer a 'white wedding' done as a special event beyond the occasion (Martin, 2013).

These events invite more people from work place, the churches, friends and relatives. Large numbers are usually associated with a prestigious ceremony and reception (Zhou, 2007). This naturally leads to the need for improving the quality and quantity aspects of the wedding face. The most involved people in current Zimbabwean weddings are the bride and the bridegroom. While some family members discourage new couples to hold expensive weddings or having a wedding at all, the two 'love birds' usually insist on having a 'big day' of romantic and socialising experience. The church encourage open weddings as they preach good life in the society. This puts the wedding events as image building and culturally acceptable functions. This keeps the events management companies and other wedding industry players salivating for a soft prey of romantic and emotionally charged decision makers. The question that comes later is whether the bride and the groom are satisfied by all efforts done on the wedding programme by various stakeholders of the wedding industry.

The providers of wedding services usually take advantage of the separation between the bride (with her parents) and the groom (with his parents) and offer shoddy services that do not match the financial and time expended in preparing the wedding event.

The complaints mainly mentioned by recently wedded couples include poor food quality and distribution, missing films on photography, poor time management and poorly organised music. There is also a variety of complaints from one wedding to another. Having this pattern of dissatisfaction by the 'two love birds', there is need to evaluate the overall level of satisfaction in the broader Zimbabwean society and covering weddings of a wider time span. A model that defines ways of reducing dissatisfaction in wedding also needs to be developed.

II. Statement of The Problem

What are the major causes, features and scenarios of wedding dissatisfaction and satisfaction of wedding couples in the Zimbabwean society.

III. Research Objectives

1. To analyse the level of satisfaction of wedding couples by the wedding services variables.
2. To analyse the relationship between the couples, demographic variables and satisfaction levels with the wedding services variables.
3. To propose a wedding satisfaction model that can be used by wedding planners in Zimbabwe.

IV. Research Hypotheses

H₁: There is an association between gender and wedding experience perception

H₂: There is an association between age group at marriage and perception of the wedding experience

H₃: There is association between 'time to date (in years) after wedding' and perception of wedding experience variables.

H₄: There is an association between time taken in preparing a wedding and the perceptions of wedding experience variables.

H₅: There is a strong correlation between young age groups and elderly age groups on evaluation of wedding variables.

H₆: There is a strong correlation between the bride's and bridegroom's perception of wedding dimensions.

V. Literature Review

Parker and Mathews(2001) defined customer satisfaction as an evaluation between what was received and what was expected. It also means things did not go wrong, which is the absence of dissatisfiers. Satisfaction is also defined by the emotions, fulfilment of needs and the resulting state of the consumer. Xavier (1999) gave four measures of satisfaction which included dissatisfaction, satisfaction, delight and astonishment. This study also added disappointment to make them five as shown by the formulae below.

Five Levels of Customer Satisfaction(Adapted from Xavier, 1999).

1. Disappointment = Perceived Service Delivery << Expected Service Delivery
2. Dissatisfaction = Perceived Service Delivery < Expected Service Delivery
3. Satisfaction = Perceived Service Delivery = Expected Service Delivery
4. Delight = Perceived Service Delivery > Expected Service Delivery
5. Astonishment = Perceived Service Delivery >> Expected Service Delivery

The measurement of satisfaction was also done in a negative way by Dawes and Rowley(1999) in their work titled 'Negative evaluations of service quality', which analysed disconfirmation, dissatisfaction, dissonance and disaffection(the 4Ds). This led study to concentrate on testing wedding satisfaction basing on the areas of dissatisfiers, since avoiding dissatisfaction also lead to satisfaction. Parker and Mathews (2001) gave cost, quality, absence of dissatisfiers, , relaxing, future benefits and excitement as ways of expressing satisfaction. In services marketing, customers' perceptions of reliability, assurance, tangibles, empathy and responsiveness of service providers become measures of satisfaction (Lovelock and Wirtz, 2011). In the evaluation of wedding service offerings, complex reactions are shown by the wedding couples since their evaluation could be based on the mosaic and chain reactions of invited guests and relatives (Lau and Hui, 2010). For instance some distasteful music, poor food quality from the caterer and poor jokes by the director of ceremony might reach the ears of the wedding couples some days after the wedding day. Since wedding services consumption is said to be unique on the grounds of being a likely once off event, there is need to ensure that all things go well on the 'big day'. Strandby and Askegaard(2014) in their work titled 'wedding as a waste' emphasise that wedding couples should put a lot of their funds in preparing for weddings and might later on see it as a waste if services offered prove to be poor. Weddings can also be viewed as a waste if done to compete

with others who have wedded before. This shows the source of satisfaction and hence measurement of wedding events could be difficult. Pleck and Otnes (2003) also noted that decision making for engaging wedding industry players is done more on romantic and fantasised way. The need to please the bride by the groom usually makes him engage more expensive and sometimes poor service providers than those in the market. Taking it from a venue and destination perspective, Chiappa and Fortezza (2015) said service providers in the wedding industry are focussed on product features to be offered rather than expected customer experiences and emotional appeals. While the bride and the groom think that lavish weddings will create some magic in their lives, the service providers will manipulate them by under providing the services so as to increase their margins. Boden (2003) also sees marketing of wedding services as 'romantic events' as misleading since it raises the bride's and groom's expectations and setting a high standard that is never met. The service providers take the consumer culture of longing for love and packaged it as a longing for their services (Pleck and Otnes, 2003; Adler and Chienm, 2005). This is usually the case since not all wedding goods and services are created with a balanced timing, monetary costs and effort to be spend on acquiring and consuming them (Pleck and Otnes, 2003; Daniels and Loveless, 2013). This will make them jump into wedding service providers who are not serious and generally manipulative in character. The engagements also make the groom and bride prepare for husband and wife roles through gifting and shopping sprees that are usually irrational in nature (Pleck and Otnes, 2003; Boden, 2003). The 'after wedding' post purchase reflections will generally be negative for such couples. With weddings mainly divided into ceremony and reception, Pleck and Otnes (2003) said the reception is one critical area for measuring satisfaction since the couple had devotes most of their money and time during planning for it and is also more interactive. Guan, Luo and Tang (2015) on their push and pull motivations on the wedding bouquet venues gave some critical factors to be considered in measuring satisfaction with a wedding ceremony and reception. The key factors include the budget (prices), atmosphere, wedding services, food quality, parking space, size and cleanliness of venue, decoration and audio-equipment. Though their study was not focussing on satisfaction levels of the wedding couples and also with all dimensions, Guan, Luo and Tang (2005) mentioned seeking relaxation, escaping daily routines, fulfilling prestige and social networking as critical motivation for having a white wedding ceremony. The major facets for measuring wedding satisfaction mentioned by Pleck and Otnes (2003) and Boden (2003) were similar to those used in the study. These include wedding preparations, venue, decoration, transport, meals and menus, director of ceremony, music, audience, bridal team, photos and video, marriage officer and time keeping. Rogers (2013) and Jansen (2013) agreed that venue related factors, music, social factors and transportation are important for satisfying the wedding couples. With few studies directly measuring and modelling on the level of wedding satisfaction in the Zimbabwean cultures, the study aimed at collecting data that will lead to the development of a wedding satisfaction model for the Zimbabwean society.

VI. Research Methodology

The research method used was largely influenced by a positivist paradigm which applied quantitative research strategies.

Sampling procedure and sample structure

In this study, the target population was Harare men and women who had had their white weddings in the past seven years.

The survey took a cross-sectional approach whereby all 175 questionnaires were administered through drop and pick, and with some filled while the researcher waited. Quota sampling procedure was used to select respondents. The achieved sample had 88 brides and 87 bridegroom who were taken from the three residential areas as; 75 respondents from high density suburbs, 50 from medium density and the remaining 50 from low density suburbs. The age structure had 21.1% below the age of 25, 48.6% in the 25 to 30 age category and 30.3% were above the age of 31 at the time of wedding. During analysis the KMO measure of sampling adequacy was calculated and was found to be 0.754. A value which was above the threshold 0.600 indicating that the sample was adequate for subsequent factor analysis

The research instrument(s)

A self administered questionnaire was developed and it comprised two sections. The first was designed to capture the demographic characteristics/profile of the respondents while the second measured weds' satisfaction levels with the listed wedding variables. Respondents were asked to rate 12 listed key wedding variables on a 5 point Likert scale ranging from 1 (strongly agree) to 5 (strongly disagree). A pilot test was conducted in some Harare suburbs and subsequently several adjustments were made to the questionnaire to clear ambiguities.

Data analysis

The data collected through questionnaires was entered into a computer and then analysed using Statistical Package for Social Sciences (SPSS) Version 19. Means were calculated with a value of less than 3.00 showing satisfaction and a value of greater than 3.00 showing respondents were generally dissatisfied with that variable. A post hoc analysis was latter carried out on the variables that had means above 3.00, that is, variables in which respondents were generally dissatisfied. Correlation analysis and chi-square test analysis were used to test various research hypotheses on possible relationships among variables in areas of dissatisfaction. Factor analysis and data reduction was done and all the factors were presented parsimoniously in two broad constructs which were identified to be ‘more tangible’ and ‘less tangible’. Individual factor loadings were also noted.

VII. Data Analysis, Presentation and Discussion

The discussion of findings start with the mean values, factor analysis, chi-square tests and correlation analysis. In each case a group of tables are first presented for the section then followed by discussion of major findings in relation to satisfaction levels of the wedding variables. The reader should note that more emphasis was done on analysing the seven areas that were initially noted as dissatisfying by the mean value rank analysis.

7.1 The Mean Value Rank Analysis: Based on Ranked Variables

Table I: Mean Values Ranking of Variables

Satisfactory perceptions	Mean
Food was generally adequate for the audience. Meals/Menus	2.66
Overall time management was good. Time Keeping	2.72
Transport for key stakeholders, parents and major work was adequate. Transport	2.78
Audience was in a celebratory and cheerful mood. Audience.	2.93
All important people and events were captured with quality images. Photos and Image	2.98
Overall satisfaction mean	2.81
Unsatisfactory perceptions	Mean
Venue time, space and facilities were enough for wedding. Venue.	3.15*
Directors of Ceremonies were able to manage time and coordinate all events well. Directors of Ceremonies	3.16*
Music selected was in favour of audience and church principles. Music	3.18*
There was effective wedding meetings and cooperative stakeholders. Wedding Preparations	3.21*
Decor design was generally attractive. Decoration.	3.41*
The sermon and processes were done in reasonable time. Marriage Officer	3.42*
Bridal team danced in an interesting way. Bridal Team	3.80*
Overall dissatisfaction mean	3.33
Grand mean	3.12

KEY *are the wedding elements that were generally viewed to be bad, that is, perception was negative.

The wedding perception of variables by the 88 brides and 87 bridegrooms were analysed using the mean values as shown by Table I above. The variables which were perceived to be generally satisfying (Table Ia)to the bride and bride groom include meals, time keeping, transport, audience and photography. It should be noted that the areas are usually well done around the bride and the bride groom and less offered to the audience and distant relatives. The high table food, high value vehicles and video focus are mainly done well on those who are wedding and comforting them to perceive all is well to everybody. There is need to find out how the audience also perceived the same services since some relatives could have gone home on foot and without eating anything offered at the wedding. The overall satisfaction mean was 2.81. On Table I(b) the highly dissatisfying variable was bridal team (m=3.80), while venue was the least dissatisfying (m=3.15). Some of the dissatisfying factors include director of ceremonies (3.16), music (3.18), wedding preparations (m=3.21), decorations (m=3.41) and marriage(3.42). Bridal team could have been dissatisfying due to their cultural routines which did not provide a unique experience on the big day. Some hired venues were generally far from the audiences’ residents and causing some inconsistencies and expenses to carry people long distances to and from the venue. Those selecting music usually clash with Pastors and church elders who forbid playing some non-gospel songs during the main ceremony. Some directors of ceremonies wasted time and also uttered distasteful jokes to the parents and relatives of the bride and bridegroom. Some of them fail to co-ordinate and link the flow of wedding programme episodes. The study encourages the new couples to give advice to these service providers to avoid the service quality gaps during the moment of truth. The overall dissatisfaction mean value was 3.33. The satisfaction value and dissatisfaction values all averaged to a grand mean of 3.12, which is above 3.00 benchmark. This mean enable us to conclude that the wedding couples in Zimbabwe were generally dissatisfied by wedding service providers.

7.2 Factors Analysis Of Wedding Variables

The data was also subjected to factors analysis. The exploratory results showed four factors with Eigen values greater than 1. Further analysis limited the factors into two: the less tangible factors and more tangible factors, as shown by Table II below.(See the factor loadings on each group).

Table II: Factor Analysis with Mean Values

Factor 1 (less tangible factors)	Factor Loadings		Mean Value	Satisfaction level
	Factor 1	Factor 2		
1. Wedding preparations	0.438	0.262	3.21	Dissatisfied
2. Decoration	0.843	0.183	3.41	Dissatisfied
3. Master of ceremony announcer director of ceremony	0.658	-0.427	3.16	Dissatisfied
4. Music/disco	-0.111	-0.219	3.18	Dissatisfied
5. Marriage officer	0.744	-0.247	3.42	Dissatisfied
6. Time keeping	0.482	-0.466	2.78	Satisfied
			Factor 1 overall mean = 3.19	
Factor 2 (more tangible factors)	Factor Loadings		Mean Value	Satisfaction level
	Factor 1	Factor 2		
1. Venue	-0.599	0.608	3.15	Dissatisfied
2. Transport	-0.810	-0.137	2.72	Satisfied
3. Meals	-0.013	0.797	2.66	Satisfied
4. Audience	-0.300	0.730	2.93	Satisfied
5. Bridal team	0.045	0.696	3.80	Dissatisfied
6. Photos and video	-0.683	0.146	2.98	Satisfied
			Factor 2 overall mean = 3.04	

On mean value column, it can be seen that the less tangible variables like wedding preparations, decoration, director of ceremonies, music and marriage officer were generally dissatisfying. This could be caused by high variability and inconsistencies associated with service consumption and evaluations. Only overall time keeping was rated as satisfying in this class of factors. The overall mean value for the less tangible factors was 3.19. On the more tangible factors (venue and bridal team) were dissatisfying. Those more closely felt and experienced dimensions like transport, meals, photos and video, and audience were generally positively perceived. The overall mean value for the more tangible variables was 3.04. The study indicates that cases where the bride and the groom will closely taste the variables a more positive service disconfirmation will be expressed.

7.3 Chi-square Test analysis For The Demographic Variables Of The Respondents

The chi-square hypotheses test analyses covered the gender, age on wedding day, years to date after wedding, and time taken in preparing the wedding in relation to the wedding variables that were rated as unsatisfactory on Table I. The Chi-square tests are covered in Table III, Table IV, Table V and Table VI. The discussion of test results are all presented below the four test results tables.

Table III: Gender and Perception of The Wedding Experience Elements

		Accept H ₀ if :	P-Value (Cal.)	Decision
(a)	Wedding Preparations	p-< 0.05	0.000	Accept H ₀ . There is association. Groom more negative.
(b)	Venue	p-< 0.05	0.000	Accept H ₀ . There is association. Bride more negative.
(c)	Decoration	p-< 0.05	0.002	Accept H ₀ . There is association. Groom more negative.
(d)	Director Of Ceremony	p-< 0.05	0.002	Accept H ₀ . There is association. Groom more negative.
(e)	Music	p-< 0.05	0.031	Accept H ₀ . There is association. Groom more negative.
(f)	Bridal Team	p-< 0.05	0.284	Reject H ₀ . No association. No difference.
(g)	Marriage Officer	p-< 0.05	0.003	Accept H ₀ . There is association. Groom more negative.

Table IV: Age At Marriage and Perception of The Wedding Experience Elements

		Accept H ₀ if :	P-Value (Cal.)	Decision
(a)	Wedding Preparations	p-< 0.05	0.000	Accept H ₀ . There is association. Elderly more negative.
(b)	Venue	p-< 0.05	0.001	Accept H ₀ . There is association
(c)	Decoration:	p-< 0.05	0.000	Accept H ₀ . There is association. Young more negative.
(d)	Director Of Ceremony	p-< 0.05	0.028	Accept H ₀ . There is association. Elderly more negative.
(e)	Music	p-< 0.05	0.262	Reject H ₀ . No association. No difference.
(f)	Bridal Team	p-< 0.05	0.288	Reject H ₀ . No association. No difference.
(g)	Marriage Officer	p-< 0.05	0.001	Accept H ₀ . There is association. Elderly more negative.

Table V: Years After Wedding to Date and Perception of The Wedding Experience Elements

		Accept H ₀ if :	P-Value (Cal.)	Decision
(a)	Wedding Preparations	p-< 0.05	0.000	Accept H ₀ . There is association. Long time more negative.
(b)	Venue	p-< 0.05	0.134	Reject H ₀ . No association. No difference.
(c)	Decoration	p-< 0.05	0.523	Reject H ₀ . No association. No difference.
(d)	Director Of Ceremony	p-< 0.05	0.007	Accept H ₀ . There is association. Long time more negative.
(e)	Music	p-< 0.05	0.055	Reject H ₀ . No association. No difference.
(f)	Bridal Team	p-< 0.05	0.000	Accept H ₀ . There is association. Long time more negative.
(g)	Marriage Officer	p-< 0.05	0.015	Accept H ₀ . There is association. Recent time more negative

Table VI: Time Taken Preparing Wedding and Perception of The Wedding Experience Elements

		Accept H ₀ if :	P-Value (Cal.)	Decision
(a)	Wedding Preparations	p-< 0.05	0.145	Reject H ₀ . No association. No difference.
(b)	Venue	p-< 0.05	0.025	Accept H ₀ . There is association. Short time more negative.
(c)	Decoration	p-< 0.05	0.449	Reject H ₀ . No association. No difference.
(d)	Director Of Ceremony	p-< 0.05	0.436	Reject H ₀ . No association. No difference.
(e)	Music	p-< 0.05	0.001	Accept H ₀ . There is association. Short time more negative.
(f)	Bridal Team	p-< 0.05	0.273	Reject H ₀ . No association. No difference.
(g)	Marriage Officer	p-< 0.05	0.282	Reject H ₀ . No association. No difference.

H₁: There is an association between gender and wedding experience perception

(Consider Table III).

The seven areas with overall poor satisfaction were tested using the chi-square statistical model. On wedding preparations the groom was found to be more negative usually due to pressure coming from the wedding committees, the in-laws and service providers. The groom’s family is the one usually expected to foot the wedding expenditure and bills. On the venue the bride was found to be more negative since she could be worried about the venue name, location and the associated aesthetics than the groom. On the decoration the groom perceived it as more unsatisfactory than the bride. It could have been caused by the feelings of money wasting by committing it on decorations than other services. The groom generally felt dissatisfied with the director of ceremony’s performance and speeches on the music selection and audience appreciation the groom felt highly disappointed than the bride. The bridal team’s performance, however, got a similar rating between bride and the bridegroom, hence no association. The bride grooms were generally uncomfortable with the marriage officers’ sermons. This could be possible since some sermons generally give less responsibility to the bride than the groom. The chi-square test generally accepted the null hypothesis and concluded that there was a statistically significant association (p-values< 0.05) between gender and the perception of wedding satisfaction variables. The bridegroom was generally unsatisfied with the wedding experience more than the bride on these seven variables.

H₂: There is an association between age group at marriage and perception of the wedding experience

(Consider Table IV).

On wedding preparations the elderly were more negative than the young age groups. The elderly could be dissatisfied since they had more pressure to wed than the young ones. The younger generation of new weds were more dissatisfied with venue conditions than elderly people. It could be possible due to the fact that many

young weds were females and more worried about beauty than males. On decoration elderly people were found to be more dissatisfied than young people. Young people seemed to be more sensitive to issues of beauty than the elderly people. Elderly people distasted the behaviour and performance of the directors of ceremony on the wedding day. Their judgement could have been influenced by their cultural maturity and social status. On the music and bridal team satisfaction, the young and the elderly people had similar reactions. The elderly people generally said the marriage officer took too much of their time for other wedding business. The chi-square generally accepted the null hypothesis and concluded that there exist a statistically significant association (p -values < 0.05) between age groups and perception of wedding experience. More elderly people were found to be less satisfied than young people on the seven variables.

H₃: There is association between ‘time to date (in years) after wedding’ and perception of wedding experience variables.(Consider Table V).

On the wedding preparations those who wedded long time ago were more dissatisfied with the wedding meetings and stakeholders. On the venue and decoration those who had recently wedded and those who wedded long time ago had similar perceptions. Those who wedded long time ago had a negative view of the director of ceremonies’ performance on the wedding day. The music perception was, however, found to be neutral between the recently wedded and those with long time memories of weddings. Those who wedded long time before felt that their bridal teams’ performance were more dissatisfying than those of recent weddings. It could be caused by improvement in styles, music and appeals over time. Those who recently wedded had some more negative perceptions of the marriage officer than those who wedded some long time ago. This is possible due to live memories of time mismanagement that are in the recently wedded people. The study generally accepted the null hypothesis and that there is some statistically significant association (p -values < 0.05) between ‘years after wedding to date’ and wedding experience perceptions. Those who wedded long time ago were generally more dissatisfied than those who recently wedded.

H₄: There is an association between time taken in preparing a wedding and the perceptions of wedding experience variables.(Consider Table VI)

The study found out that the p -values for wedding preparations, decorations, director of ceremonies, bridal team and marriage officer were all above 0.05. This showed no association between time of preparation and levels of satisfaction with the wedding experience.

There was, however, some association on the venue and music selection with the satisfaction levels of the wedding couples. Those who prepared for a time below one(1) year were generally dissatisfied with the venue. This is caused by some hurried choice and engagement of the venue providers. Pleck and Otnes (2003) said the venue is critical for determining satisfaction levels with all other wedding experiences. Music was also found to be distasteful to those who plan their wedding at short notice(below 1 year). This could be caused by failure to measure the audience’s needs on music. With majority of factors showing no association in this category, the study generally rejected the null hypothesis and concluded that there is no statistically significant (p -values >0.05) association between time of preparation and wedding satisfaction perceptions.

7.4 Correlation Analysis Of Age Range on Wedding and Gender of Respondents

Correlation analysis was done on the Age of couples at wedding and also on the gender of the respondents. These are shown on Table VII(a and b) and Table III(a and b) below.

Table VII(a) Correlation Analysis of Perceptions and Age Range on Wedding Day.

	Age at marriage		
	Below 25	25 - 30	31 and above
	Mean	Mean	Mean
There was effective wedding meetings and cooperative stakeholders. Wedding Preparations	2.43	3.28	3.64
Venue time, space and facilities were enough for wedding. Venue	3.78	3.22	2.58
Decor design was generally attractive. Decoration	2.51	3.48	3.91
Transport for key stakeholders, parents and major work was adequate. Transport	3.30	2.86	2.28
Food was generally adequate for the audience. Meals/Menu	2.92	2.55	2.66
Directors of Ceremonies were able to manage time and coordinate all events well. Director of Ceremonies	2.62	3.16	3.53
Music selected was in favour of audience and church principles. Music	3.32	3.27	2.94
Audience was in a celebratory and cheerful mood. Audience	3.51	2.84	2.66
Bridal team danced in an interesting way. Bridal Team	4.22	3.72	3.64
All important people and events were captured with quality images. Photos and Video	3.84	2.93	2.45
The sermon and processes were done in reasonable time. Marriage Officer	2.76	3.52	3.72
Overall time management was good. Time Keeping	2.35	2.84	2.79

Table VII(b) Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Below 25 & 25 - 30	12	.125	.699
Pair 2	Below 25 & 31 and above	12	-.390	.210
Pair 3	25 - 30 & 31 and above	12	.782	.003

Table VIII(a): Correlation Analysis of the Bride and The Bridegroom Perceptions

	Status	
	Bride	Bridegroom
	Mean	Mean
There was effective wedding meetings and cooperative stakeholders. Wedding Preparations	2.91	3.52
Venue time, space and facilities were enough for wedding. Venue	3.70	2.59
Decor design was generally attractive. Decoration	3.11	3.70
Transport for key stakeholders, parents and major work was adequate. Transport	3.05	2.51
Food was generally adequate for the audience. Meals/Menu	2.88	2.45
Directors of Ceremonies were able to manage time and coordinate all events well. Director of ceremonies	2.73	3.60
Music selected was in favour of audience and church principles. Music	3.09	3.28
Audience was in a celebratory and cheerful mood. Audience	3.31	2.54
Bridal team danced in an interesting way. Bridal Team	3.90	3.70
All important people and events were captured with quality images. Photos and Video	3.42	2.53
The sermon and processes were done in reasonable time. Marriage Officer	3.09	3.75
Overall time management was good. Time Keeping	2.49	2.95
Overall means	3.14	3.09

Table VIII(a) Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Bride & Bridegroom	12	-.051	.875

H₅: There is a strong correlation between young age groups and elderly age groups on evaluation of wedding variables. Consider Tables VII(a and b).

On Table VII, the correlation analysis shows that those who were elderly and the youthful had a negative correlation coefficient of -0.390 at p-value 0.210 (Shown as pair 2 in the table). Pair 3 gave the age groups “25 – 30” and “31 and above” a strong positive correlation coefficient of +0.782 with a p-value of 0.003. This shows a high agreement between the perception of older classes of respondents towards the wedding variables posed in the Zimbabwean society. Since correlation values were at $r = 0.125$ and $r = -0.390$ for below 25 years and elderly groups, we reject the null hypothesis and conclude that there is a weak correlation between young age and elderly age groups. It means wedding services might need to be varied according to age class of wedding partners.

H₆: There is a strong correlation between the bride’s and bridegroom’s perception of wedding dimensions. Consider Tables VIII(a and b)

The test results are shown on Table VIII(b) above. Since the correlation value of -0.051 is negative and around zero, we rejected the null hypothesis and concluded that the perceptions of the male and female wedding partners(the couples) had a weak negative correlation. This confirms that the bride’s and the bridegroom’s taste of wedding services are generally different. In this case Table VIII(a) shows that males had a mean value of 3.14(lower satisfaction) and females had a mean of 3.09(a little higher satisfaction). This then requires service providers to separate their approaches to service provision if they want the couples to be satisfied.

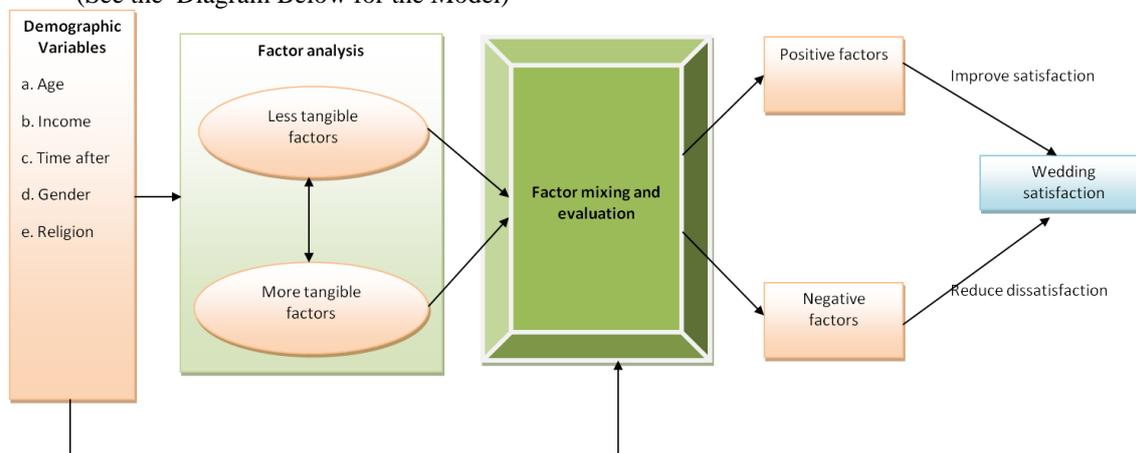
VIII. Conclusions

The major areas of wedding satisfaction were found to be on food adequacy, overall time management, transport for stakeholders, cheerful audience and on photography. Major dissatisfaction was found to be on bridal team’s dances, the marriage officer, the decorations, wedding preparations(meetings), music selection, director of ceremonies and venue characteristics. The study indicated that the perception of wedding experience was generally gendered with more males feeling dissatisfied with the wedding variables. The relationship between the bride and groom’s perceptions were generally negative. Age group at marriage was also found to influence the satisfaction levels with the wedding experience, with more elderly people feeling more unhappy with the wedding experience. The length of time from the wedding day to the day of interview also influenced the comments on the wedding experience, with those who wedded long back being more dissatisfied with their wedding experiences than those who recently wedded. Time taken in preparing the wedding was found to be

unrelated to the level of wedding experiences and satisfaction. Factor analysis also grouped the dimensions into ‘more tangible variables’ and ‘less tangible variables’, and concluded that more of those less tangible were perceived as generally unsatisfactory, except the time keeping variable. The study concluded that wedding couples (with males being more dissatisfied) were generally dissatisfied by their service providers in the Zimbabwean society, hence attending the wedding was a chance to see the disappointments of wedding couples.

IX. Proposed Wedding Satisfaction Model for Zimbabwe

(See the Diagram Below for the Model)



Key Variables include:

1. Demographic Variables
2. Tangibility of Wedding Services Variable
3. Mixing up With variables (Interaction)
4. Satisfiers or Dissatisfiers
5. Process of increasing satisfiers and reducing dissatisfiers
6. Wedding Experience (Satisfaction/Disappointments/Dissatisfaction)

The demographic variables of the wedding couples influence their choice of service providers and how they will experience the resulting services. The chosen services could be tangible or intangible in terms of how they are perceived. Some intangible and tangible factors could be dissatisfying, while some intangible and tangible factors could be satisfying. The identification of satisfiers and dissatisfiers lead to the need for improving performance of satisfiers and reducing the damage caused by dissatisfiers. This will lead to the overall wedding satisfaction in Zimbabwe.

Recommendations

The study recommends future researchers to find out the perception of wedding audience on the wedding satisfaction variables in Zimbabwe. Given the gendered orientation of satisfaction levels, we recommend service providers to ensure the bridegroom is not overburdened by expensive services. Elderly people also need more assistance for them to be satisfied fully. More resources need to be available in time of wedding planning. We recommend the wedding couples to also put effort in evaluating the suppliers of service variables in more detail. They also need to give tailor-made requests and guidelines to the various service providers. Since the couples will not be allowed to run around during the wedding day, the people chairing the wedding event and the director of ceremonies need to be fully aware of possible areas of service failure and ways of recovery.

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