

TRADITIONAL VERSUS WESTERN: CURRENT TRENDS IN LUXURY WEDDINGS IN SRI LANKA

G.P. Damsi Dharmaratne and Nigel Jackson.

Abstract

The luxury wedding market in Sri Lanka is changing and growing. This paper assesses consumer buying behaviour, the current and future trends of luxury weddings in Sri Lanka. Truong and McColl's (2011) intrinsic and extrinsic motivations are tested. Interviews were conducted with ten Sri Lankan wedding planners, and thematic analysis was applied. The findings identify consumer behaviour, and map the types and current themes of luxury weddings. The three E's help define luxury weddings, they are exclusive, expensive and unique experiences where each wedding seeks to be different to the one preceding it. Central to the sense of luxury are the menu, decoration and entertainment. Intrinsic motivations of the quality of service on offer, and extrinsic motivations of what others think drive luxury wedding consumer behaviour. The paper concludes that culturally we can identify two likely, and potentially contradictory, trends in Sri Lankan luxury weddings, a move back to more traditional weddings, a continuation of more western thematic style weddings.

Keywords

Luxury weddings, consumer behaviour, Sri Lankan weddings, Sri Lanka, motivational factors.

Introduction

According to Jayawardana (2016), the domestic luxury wedding industry in Sri Lanka is a growing market. The annual revenue for the luxury wedding market is USD 28 billion in 2017, with 3-6 million annual trips (Colombo Gazette 2018). The BBC stated that the average cost of a Sri Lankan wedding is \$3,000 per citizen, but for luxury weddings, this rises to \$30,000 (BBC 2011). Luxury weddings are considered as a place for the wealthy to show off their wealth (Eppolito 2014, Rubin 2018). An indication of the importance of the wedding market is that a number of wedding shows have been organised by 5 star Colombo Hotels. For example, the Shangri-La, Colombo, hosted for Bride and Groom Magazine a "designer wedding show" to showcase the newest wedding trends (LMD 2018). In addition, The Hilton Colombo hosted "Hilton Wedding Expo 2017" to highlight the newest wedding trends (Daily Mirror 2017). Each year there is an annual wedding show held in BMICH with the participation of hotels like Cinnamon, Kingsbury, Mount Lavinia and service providers like Lassana flora, Chamathka flora, Hameedia, Poru, Siritha and Citrus Events (Theweddingshow.lk 2018). This number of bridal shows imply that the hotels and suppliers believe that there is a sustainable luxury wedding market. This project will identify and assess, from the perspective of wedding planners, what influences buying behaviour and the current and possible future trends in the Sri Lankan domestic wedding sector. The aim of the research is to identify the current trends of domestic

TRADITIONAL VERSUS WESTERN: CURRENT TRENDS IN LUXURY WEDDINGS IN SRI LANKA

luxury weddings in Sri Lanka from the perspective of wedding planners. The objectives are: (i) to identify the meaning of a luxury wedding; (ii) to evaluate consumer behaviour in choosing luxury weddings in Sri Lanka; (iii) to assess the key themes within luxury weddings in Sri Lanka, and (iv) to evaluate current trends in luxury weddings in Sri Lanka.

Consumer Behaviour

Consumer buying behaviour is shaped by cultural, social and personal factors. The overall concept of culture can be viewed as a 'prism' where consumption choices are made in accordance to cultural norms (Durmaz 2014; Solomon et al. 1999; Latusznska et al. 2012). However, culture is a very broad concept, of more direct relevance to understanding luxury weddings is the idea of subcultures. Recent studies on subcultures (Boisnier and Chatman 2002; Durmaz 2014) have shown that they are more specific, highlighting the customs and practices of different nationalities and religions. For example, the decision making process follows those with the same values, education and employment, typically within the same social class (Ramya and Ali 2016). Culture, which is important for decision making, is shaped by subcultures, social class and demographic factors.

Social factors are central to the consumer decision making process (Fattah and Al-Azzam 2014). In the same vein, Latusznska et al., (2012) and Durmaz (2014) suggest that family members and peer pressure can strongly influence buyer behaviour. The role and status of the consumer within society highly influence buying behaviour (Ramya and Ali 2016; Latusznska et al. 2012). Why people buy a product is not just based on its price, features and benefits, but also what others think of it. The role of a person within the family, their status and peer pressure suggest that social factors influence consumer buying behaviour. A wedding is not just an event, but inherently says something about the social standing of those paying for it.

Research on personal factors has established that they are unique to each customer. For example, age plays an important role so that people consume different products and services in various stages of their lives as their passions and tastes evolve (Stavkova et al. 2008, Khuong and Duyen 2016). Social class factors such as income and occupation play a key role in personal decision making (Ramya and Ali 2016). People from higher social classes and/or who earn well have a higher purchasing power than others. Overall, personal factors vary from person to person, and change over their life cycle which shapes changes in the consumption of products and services. Seebaluck et al. (2015) suggest that intrinsic motivators and determinants of a person shape their personality, which can be identified through analysing the push and pull factors. Push and pull theory suggests motivating factors determine consumer behaviour for any

subject (Guan 2014). Push factors are those intrinsic socio-psychological needs that prompt a behaviour (March and Woodside 2005) and can include escape, novelty, prestige, relationship enhancement and relaxation (Klenosky 2002). Pull factors are extrinsic motivations such as marketing, communication, perceptions of the destination and the physical facilities such as beaches (Kassean and Gassita 2013). Seebaluck et al. (2015) suggest that for tourists, the pull factors are the prime reasons why people get married in Mauritius, though push factors make the island more attractive.

Weddings

A wedding is a once in a lifetime celebration of two lovers getting together to share their lives (Davis 2000 cited in Ruonala 2013: 1). Weddings are events arranged according to different cultures, each with their own traditional customs, norms and rituals which add value to the wedding (Holmberg and Hu 2014, Sharma and Sharma 2015, and Krishnan 2008). The idealistic and romantic notion of marriage may no longer exist today, where increasingly people believe in the economic function of marriage over personal satisfaction (Coontz 2005). As a result, a dream wedding may be expensive where the unity of a couple is shown in a most unique way (Ruonala 2013, Ingraham 2004, Coontz 2005). These studies suggest that the economic satisfaction of consumers is encouraging weddings which cost billions of rupees. According to Deshpande and Webster (1989), culture is influential in cultural events like weddings. Baron et al. (2006) note that marriage is strongly influenced by culture. As Kacen and Lee (2002) point out, people tend to emphasize their culture through normative influence, self-identity and emotional suppression. The importance of culture on weddings is highlighted by Farzana (2016: 51) “There are different types and styles of weddings because of the different cultural and ethnic backgrounds.” Smith (2016) suggests that cultural heritage combines fascination, glamour and excitement with traditions, customs and ideas. Together these studies highlight the importance of culture to weddings. The involvement of the family, friends and co-workers can be seen in weddings. Not only the closest, the brides-to-be take advice from the external parties like the wedding planners, bridal magazines and bridal shows because their only aim is to make their dream wedding the best (Farzana 2015). Family, friends and experts are centrally involved in planning a wedding.

Increasingly, themes are being applied to customise weddings. These are created according to the preference of the customer, which brings a unique experience to the couple as well as to the guests. Recent popular wedding themes have included vintage, modern and edible (Ruonala 2013). Themed weddings will shape which venues are selected and what is ordered in terms of flowers, decorations, food, photography and the size. Themed weddings provide a unique experience for the guests as well the couple, but at a price.

TRADITIONAL VERSUS WESTERN: CURRENT TRENDS IN LUXURY WEDDINGS IN SRI LANKA

Methodology

This study focuses on the minds of wedding planners using their knowledge, experience and exposure to the wedding industry, and so an epistemological interpretive approach is adopted. This means that the researcher gained knowledge by understanding the attitudes and ideas of wedding planners about the luxury wedding industry of Sri Lanka. This exploratory research takes a qualitative approach to secure rich data of what is happening in the luxury weddings sector. With a focus on the expertise, experience and opinions of wedding planners, semi-structured interviews provide in-depth factual and meaningful detail. As specific knowledge and insight was required, non-probability, purposeful sampling was used whereby those with special expertise or experience were selected (Patton 2002). The sample of ten comprised six individual wedding planners and four wedding planners from a 5 star Colombo based hotel. Combining respondents from wedding planning companies and a venue offers different perspectives and insights to luxury weddings. The wedding planners were selected based of their experience and event expertise. They represent or own companies that are either general wedding planning companies, or specialize in a particular component of the wedding offer. The particular hotel was chosen because it has experience of luxury weddings. Table 1 outlines who the sample were, they have been anonymized and so a code has been used for each respondent. The four hotel respondents have been classified with the same title, Sales Manager, though they represent different departments, job titles and seniority within the hotel. Interviewing four, each with a different role in producing luxury weddings, offers slightly different insights. All respondents signed an ethical consent form that guaranteed their anonymity, and the fact that the data could be used for research purposes.

Table 1. Interview sample
Interviewee

Hotel 1 Sales Manager	Hotel 4 Sales Manager
Wedding Planner 1	Wedding Planner 3
Wedding Planner 2	Wedding Planner 4
Hotel 2 Sales Manager	Wedding Planner 5
Hotel 3 Sales Manager	Wedding Planner 6

The interview data was analysed using framework analysis (Ritchie and Spencer 1994), so that it was coded, categorized and constructed into themes. Given that the research sought to identify trends framework analysis facilitated this. The advantage of this method is that the researcher can analyse clearly structured methodically presented data (Gale et al. 2013). The data collected from the interviews was categorized into broad themes. The advantage of this method is that the researcher can analyse clearly structured and methodically presented data (Gale et al. 2013).

Defining a luxury wedding

There is no agreed term for a luxury wedding, however, they are rare and therefore open to an exclusive clientele. For example, Hotel 3 suggests that in a typical year, they normally host only six to ten luxury weddings. The interviewees were asked what they considered a luxury wedding to mean, and Figure 1 outlines the characteristics they identified which help classify a luxury wedding. In terms of weighting, the most commonly referred to point was the budget/cost, which suggests that for many consumers a luxury wedding is an example of conspicuous consumption (Veblen 1899). The next most popular characteristics mentioned are the quality of the food and the decorations. For example, Wedding Planner 3 said “Luxury will start off from the menu at the hotel.” The decoration could be the overall feel, but also is likely to be in the detail. For example, Wedding Planner 2 suggested “As a floral designer luxury starts from the serviette...they want us to put a thank you note and have charger plates.” Where most respondents defined luxury from the perspective of the bride, groom and their parents, Hotel 1 also noted the experience that the guests were enjoying, “It won’t be just one function, but it will be multiple functions in multiple locations. So, it would be like an excursion being a part of these weddings.” Respondents suggest that the motivation for luxury weddings meets both of Truong and McColl’s motivations (2011), extrinsic and intrinsic. The extrinsic reflect the status of hosting such a wedding through the eyes of others, but it also may reflect the intrinsic internal self-fulfilment goals through the quality of the food and decorations provided. Push-pull factors, therefore, shape the motivations for having a luxury wedding.

TRADITIONAL VERSUS WESTERN: CURRENT TRENDS IN LUXURY WEDDINGS IN SRI LANKA

Figure 1 Luxury Wedding Features



A luxury wedding can be defined as a large gathering where the guests are aware that a lot of money has been spent on them and the bride and groom, which enables the person paying to show off their pride in the bride and groom. The money is spent on the quality of food, decorations and an unusual or high-end venue. Overall, it is luxurious because of the creativity used to create an atmosphere that feels exclusive. The luxurious experience is shared equally by the main principals, such as the close family, and those less central, such as distant relatives and friends. As an event a luxury wedding is an opportunity to be wowed, to be seen and to enjoy an exclusive experience that is available to only a very few.

Consumer Behaviour

According to Deshpande and Webster (1989) and Farzana (2015) culture influences cultural events like weddings. The different types and styles of weddings often reflect different cultural and ethnic backgrounds. Emphasizing a mix of cultural heritage, glamour and excitement with traditions, customs and ideas influence buying behaviour. According to Hotel 3 “This depends on the person’s culture and background. If it is a more traditional person, they would select the type to be more rustic or more traditional items with the Nilame suit and the Kandyan attire. If the person is coming from overseas that involves more western; more related to the country, they are coming from.” For many wedding clients culture and ethnicity play a central role in decision making.

Hotel 3 “This depends on the person’s culture and background. If it is a more traditional person, they would select the type to be more rustic or more traditional items with the Nilame suit and the Kandyan attire. If the person is coming from overseas that involves more western; more related to the country, they are coming from.” For many wedding clients culture and ethnicity play a central role in decision making.

The perceptions and expectations of clients, shaped by their subculture, will influence the choice of the type of weddings, venues, menus and decorations. The wedding planners identify in Figure 2 the cultural, personality and social background factors which form what type of weddings are chosen. Figure 2 suggests that age, whether they are Sri Lankan or western influenced, social class and a simple desire to create a memorable experience drive luxury wedding buyer behaviour.



Figure 2 Selecting the type of wedding according to consumer behaviour

TRADITIONAL VERSUS WESTERN: CURRENT TRENDS IN LUXURY WEDDINGS IN SRI LANKA

Venue selection is another major component of consumer behaviour. For example, Hotel 2 said “the client thinks about the name of the property or the brand, the people who had large weddings before.” Therefore, consumer behaviour in selecting the venue can be shaped by branding and image, so what others might think is important. Moreover, consumer behaviour at luxury weddings differ from normal weddings. Hotel 3 highlighted “if a person has an unlimited amount of spending power then things that they would request will be unlimited as well. The person who can afford will probably want to get the most expensive suit for their overnight stay room, and the most elaborated menu for their function. They want to get the most expensive florist in the country.” The overall sense from the interviews is that luxury wedding clients have an enhanced spending power, and so they expect the best from service providers.

Push factors like escapism and relaxation influence venue selection, whereby the buyers’ personality influences the decision. Refreshments act as a pull factor, for example, according to the Hotel 2 “They think about the name of the property. They love to have weddings at <this hotel> because of the previous experiences and recommendations. Our services are more specific when it comes to f and b. We are very personal with our clients starting from when they make a booking with us. We build a relationship with the client. We make the client comfortable in having the function with us and the assurance we give of food is important.” Therefore, both push and pull factors are used to help the consumer select the venue.

Current trends

The wedding planners identified two main types of weddings; traditional weddings and western weddings. Respondents suggest that traditional weddings can be further divided into five different types, based primarily on religion and ethnicity: Buddhist; Catholic; Tamil; Islamic and Hindu.

Three wedding planners elaborated on the characteristics of traditional weddings, Table 2 identifies these characteristics. The traditions, customs, attire, and food differs from one type to another which has an impact on what is offered. Hotel 2 noted that their menus need to reflect different ethnic cultures, “We have different types of menus to cater to different segments which contain types of food according to their ethnic culture. For an example if it a Muslim Wedding then we will have different types of Savans, and the way we do the service also differs according to the type.” This suggests how the food is being selected according to the nature of traditional weddings.

More traditional weddings where the content changes little are the Buddhist, Tamil and Hindu, though one respondent, Wedding Planner 1, suggested that some Buddhist weddings are spending less time on the traditional aspects. Planners suggest that Catholic weddings are more likely to be innovative. It is possible that the historic Catholic western links may explain why they are more innovative, and so incorporate or adapt some more recent western trends.

Buddhist Weddings	Catholic Weddings
Detailed wedding ceremonies in Sri Lanka. Tend not to experiment, especially because of sensitivity to traditions. However, there are new dressing patterns, designs and arts, particularly in Bridal and Grooms costumes. Latest trend is finding/introducing classical Kandyan or noble outlook via themes, costumes, decorations, invitations, photography and colours. Applies historical wedding traditions, designs and activities. Traditional deco on the oil lamp using traditional flowers; lotuses and aralias.	Most entertaining and happening wedding ceremonies in Sri Lanka with newest trends. Trending celebration in pre-wedding activities like proposing, Bachelor and Hens parties, pre-shoots. Elegant costumes, themes, decors, and colours especially in photography/ cinematography. Use of new entertainments and attractive items such as photo booths, dancing and singing acts and the use of celebrity participants. More likely to select different venues

Tamil Weddings	Hindu Weddings
Maintain traditional values.	Maintain traditions and the Poruwa. Begin the ceremony in a Kovil. Wedding reception held in a hall.

TRADITIONAL VERSUS WESTERN: CURRENT TRENDS IN LUXURY WEDDINGS IN SRI LANKA

Three of the respondents suggested that there is a move away from more traditional Sri Lankan weddings towards more western themed weddings. Hotel 1 mentioned that “Lots of Sri Lankan weddings are moving away from the traditional Poruwa and the arrangements, into a more western themed setup.” The wedding planners identified the main types of western weddings by focusing on the clothes worn, refreshments and entertainment. For example, Wedding Planner 2 noted that for western weddings “the bride wants to wear a nice long frock, have a western deco, glitter and chandeliers.”

Figure 3 Current Luxury Domestic Wedding Trends



The current luxury domestic wedding trends are outlined in Figure 3. The most popular trends are massive decorations, exclusive menus and themed weddings. These trends combine a mix of emphasizing the traditional, but also applying some western ideas. There is a sense that a core trend is conspicuous consumption (Veblen 1899). Wedding Planner 1 noted “They don’t want to do the same thing, everyone wants a different theme.” This implies that as part of showing off, a luxury wedding needs to be unique and so a trend is to do something others have not.

The future

Having pinpointed the key current trends, respondents then identified what they believed would be the future trends of the luxury weddings market, outlined in Figure 4. The most popular responses were traditional weddings, destination weddings, branding and the three-day wedding function.

Figure 4 Possible future trends of the Sri Lankan luxury weddings



Three of the respondents, one from the hotel and two individual wedding planners, deliberately set out to research the current global trends and types of weddings, and what might be the new ones in the luxury wedding market. For example, Hotel 4 said “I research how weddings are happening and I look at the international weddings, how things are happening especially in India, and what new things we can introduce... We would like to introduce new theme colours, decorations and flower decorations.” Therefore, Sri Lankan luxury weddings may seek to adopt and adapt trends identified in other countries, especially India.

Amongst the six wedding planners who speculated on possible future trends in Sri Lankan luxury weddings, there were two different and potentially conflicting trends. The first was to suggest that the current trend for more western weddings would be replaced by more traditional Sri Lankan weddings. For example, Wedding Planner 1 believed that there will be a move back towards traditional weddings with sit-down lunches and dinners rather than buffets, with more traditional drummers and dancers rather than dance floors. They believed that this trend is being driven by younger people, that “most young girls love traditional weddings.” However, an alternative view is that western influences such as outside weddings at beaches or gardens will grow. Wedding Planner 2 noted “They want the big name”, that people will ask who did the flowers and photography for instance? This supports the view that luxury weddings will,

TRADITIONAL VERSUS WESTERN: CURRENT TRENDS IN LUXURY WEDDINGS IN SRI LANKA

in part, continue to be an example of Veblen's (1899) conspicuous consumption. These differences in opinion in terms of the influence of tradition or western themed influences in the future are not necessarily contradictory. Rather, luxury weddings are unique and exclusive, none is ever the same as the next. This sense of creating a unique experience can be shaped by a wish to have a traditional Sri Lankan wedding, a western inspired wedding or a fusion of both.

Conclusion

This study investigated a previously unexplored area, the identification of consumer behaviour, current and future luxury wedding trends in Sri Lanka. There are limitations to the study in interviewing only ten respondents, and only one hotel. A wider range of wedding planners, including more five star hotels, would help validate the findings. In addition, this project only addressed luxury weddings from the perspective of the wedding organisers, a very different insight might be provided by guests of a luxury wedding. Future research that expanded the number of respondents, and spoke to a range of wedding attendees from key principals to family and friends, would significantly add to our understanding of luxury weddings in Sri Lanka.

Respondents offered a definition of luxury weddings which stressed that, compared to other weddings, the three Es are at their core, they are exclusive, expensive and once-in-a lifetime experiences. The motivations for luxury weddings were both intrinsic, the high quality of the services and experiences provided, and extrinsic, what people will think as a result of attending. Luxury weddings are like all weddings a coming together of people, but they can also be an opportunity for showing off. Food, decorations and entertainment are core to what is provided which can be viewed as luxurious. There is not a simple playbook for luxury weddings, rather inherently each seeks to be unique and different from the one preceding it.

Consumer buying behaviour depends on the mentality of the client. The family, friends and co-workers have a major impact on the decision-making process. A luxury wedding is making a statement and is, in large part, conspicuous consumption (Veblen 1899): they want to show off. The brands used and how much is spent is an important aspect of luxury weddings in Sri Lanka. Luxury wedding behaviour is shaped by background, ethnicity, religion, culture and socio-economic factors. Therefore, the buying behaviour of such weddings exist within a subculture that influences their location, decorations, entertainment and what people wear.

There were identified two main current trends, the first was for traditional weddings and the other was for more western influenced themed weddings. Respondents suggested that religion had an impact on each trend, with Buddhists, Tamils and Hindu's more traditional, and Catholic's

more likely to be western influenced. However, they did note some changes in most of these religions, suggesting that luxury weddings were not standing still. For western style themed weddings key changes were what clothing people wore, the decorations and the entertainment provided, though not necessarily the menu. At a more detailed level interviewees highlighted the popularity currently of massive floral decorations, exclusive menus, thematic weddings, destination weddings, using rich colours for the costumes, inviting VIPs and the importance of brands.

Considering the trends of future weddings, interviewees highlighted the traditional versus western themes. One view was that luxury weddings would move away from western weddings, and back towards more traditional weddings. At the same time another viewpoint was that they would become even more western in nature. For example, there might be more outdoor venues such as beaches hosting part of the wedding. These views are not necessarily exclusive, rather they may reflect the differing needs of different subcultures. Both may be future trends for Sri Lankan weddings. In addition, there was some support for a third trend, namely the influence of India, so rather than having one day they might be held over several, with the Mehndi ceremony, Sangheet ceremony, pre-night wedding party, the wedding reception and the home coming. Moreover, underpinning luxury weddings is the inherent logic that each one needs to be, and seen to be, unique. Each wedding sets out its own levels of luxury and uniqueness. As a result, there is a competitive ‘arms race’ in the luxury weddings market that no one can ever win but drives on innovation and creativity and each wedding is making a statement.

References

Baron, R. Byrne, D. & Branscombe, N. (2006). *Social Psychology*, (11th ed.), Upper Saddle River, NJ: Pearson.

BBC (2011). Glitz and tradition at Sri Lanka Society Wedding, Available at: <https://www.bbc.co.uk/news/world-south-asia-13060799> (Accessed: 13 July 2018).

Boisnier, A. & Chatman, J. (2002). *The Role of Subcultures in Agile Organizations*. Working Paper, Haas School of Business University of California, Berkeley.

Colombo Gazette (2018). Largest online wedding competition launched in Sri Lanka, Available at: <http://colombogazette.com/2017/11/23/largest-online-wedding-competition-launched-in-sri-lanka/> (Accessed: 29 Mar. 2018).

TRADITIONAL VERSUS WESTERN: CURRENT TRENDS IN LUXURY WEDDINGS IN SRI LANKA

Coontz, S. (2005). Marriage, a history: From obedience to intimacy or how Love Conquered Marriage, *Journal of Marriage and Family*, 67(5), 1350.

Daily Mirror (2017) The Hilton Colombo Announces Sri Lanka's Trendiest Wedding exhibition – 'Hilton Wedding Expo 2017, Available at: <http://www.dailymirror.lk/article/The-Hilton-Colombo-Announces-Sri-Lanka-s-Trendiest-Wedding-exhibition-Hilton-Wedding-Expo-On-March-st-April-st--125195.html> (Accessed: 29 Mar. 2018).

Deshpande, R. & Webster, F. (1989). Organizational Culture and Marketing: Defining the Research Agenda, *Journal of Marketing*, 53(1), 3-15.

Durmaz, Y. (2014). The Impact of Psychological Factors on Consumer Buying Behaviour and an Empirical Application in Turkey, *Asian Social Science*, 10(6), 194-204.

Eppolito, A. (2014). What does it mean when we talk about Luxury Weddings?, Available at: <https://www.linkedin.com/pulse/20140707204926-18015327-what-does-it-mean-when-we-talk-about-luxury-weddings/> (Accessed: 29 Mar. 2018).

Farzana, G. (2015). Decision Making of Consumers in the consumption of wedding services with special reference to Femina Hotel, *International Journal of Management*, 6(1), 46-58.

Fattah, D. & Al-Azzam, M. (2014). Evaluating effect of social factors affecting consumer behaviour in purchasing home furnishing products in Jordan, *British Journal of Marketing Studies*, 2(7), 80-94.

Gale, N. Heath, G. Cameron, E. Rashid, S. & Redwood, S. (2013). Using the framework method for the analysis of qualitative data in multi-disciplinary health research, *BMC Medical Research Methodology*, 13(1), 117.

Guan, L. (2014). Push and pull factors in determining the consumers' motivations for choosing wedding banquet venues: A case study in Chongqing, China, Iowa: Iowa State University. Available at: <https://lib.dr.iastate.edu/cgi/viewcontent.cgi?referer=https://www.google.lk/&httpsredir=1&article=4858&context=etd> [Accessed 10 Mar. 2018].

Holmberg, J. & Hu, Y. (2014). Guidelines of traditional weddings in different cultures: a market research for Finnish market, Finland: HAAGA-HELIA University of Applied Science. Porvoo Campus. Available at: https://www.theseus.fi/bitstream/handle/10024/71495/Hu_Yixiao_Hol-

mberg_Joni.pdf?sequence=1&isAllowed=y [Accessed 12 Mar. 2018].

Ingraham, C. (2004). Cinderella dreams: The allure of the lavish wedding, *Journal of Marriage and Family*, 66(4). 1069-1070.

Jayawardana, R. (2016). Wedding Vows! Daily News, [online] Available at: <http://dailynews.lk/2016/08/18/features/90684> [Accessed 29 Mar. 2018].

Kassean, H. & Gassita, R. (2013). Exploring Tourists Push and Pull Motivations to Visit Mauritius as a Tourist Destination, *African Journal of Hospitality, Tourism and Leisure*, 2(3), 1-13.

Kacen, J. & Lee, J. (2002). The Influence of Culture on Consumer Impulsive Buying Behaviour, *Journal of Consumer Psychology*, 12(2), 163-176.

Khuong, M. and Duyen, H. (2016). Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products. A Study in Ho Chi Minh City, Vietnam. *International Journal of Trade, Economics and Finance*, 7(2), 44-50.

Klenosky, D. (2002). The “Pull” of Tourism Destinations: A Means-End Investigation. *Journal of Travel Research*, 40(4), 396-403.

Krishnan, S. (2008). Factors influencing the demand for themed wedding packages, Unpublished Master's Thesis, Unitec. Available at: https://www.researchgate.net/publication/228386122_Factors_influencing_the_demand_fro_themed_wedding_packages [Accessed 12 Mar. 2018].
LMD (2018). Designer Wedding Show 2017, Available at: <https://lmd.lk/73668-2/> [Accessed 29 Mar. 2018].

Latuszyńska, M., Furaiji, F. & Wawrzyniak, A. (2012). An Empirical Study of the Factors Influencing Consumer Behaviour in the Electric Appliances Market, *Contemporary Economics*, 6(3). 76-86.

March, R. & Woodside, A. (2005). *Tourism Behaviour: Traveller's Decisions and Actions*, Cambridge: CABI Publishing.

Patton, M. (2002). *Qualitative research and evaluation methods*, Thousand Oaks, CA: Sage.

Ramya, N. & Ali, S. (2016). Factors affecting consumer buying behaviour. *International Journal*

TRADITIONAL VERSUS WESTERN: CURRENT TRENDS IN LUXURY WEDDINGS IN SRI LANKA

of Applied Research, 2(10), 76-80.

Rubin, J. (2018). How the Wildly Wealthy Get Married, Available at: <https://www.racked.com/2017/6/7/15740564/luxury-weddings> [Accessed 29 Mar. 2018].

Ruonala, A. (2013). An assessment of future trends in wedding planning, Unpublished BSc Project, California: The Faculty of the Recreation, Parks, & Tourism Administration Department California Polytechnic State University, San Luis Obispo. Available at: <http://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1047&context=rptasp> [Accessed 12 Mar. 2018].

Seebaluck, N., Munhurrin, P., Naidoo, P., & Rughoonauth, P. (2015). An analysis of the push and pull motives for choosing Mauritius as “the” wedding destination, *Procedia – Social and Behavioural Sciences*, 175, 201-209.

Sharma, S. and Sharma, A. (2015). New Emerging and Rising Trends in North Indian Wedding in India, *HCTL Open International Journal of Technology Innovations and Research (IJTIR)*, Available at: http://webcache.googleusercontent.com/search?q=cache:http://ijtir.hctl.org/vol14/IJTIR_Article_201504019.pdf [Accessed 12 Mar. 2018].

Solomon, M., Bamossy, G., Askegaard, S., & Hogg, M. (1999). *Consumer Behaviour A European Perspective*, (3rd ed.) Pearson.

Stavkova, J., Stejskal, L., & Toufarova, Z. (2008). *Factors influencing consumer behaviour*, Brno: Faculty of Business and Economics, Mendel University of Agriculture and Forestry, Brno, Czech Republic, 277.

Theweddingshow.lk (2018). The Wedding Show 2018: The most prestigious bridal exhibition in Sri Lanka, Available at: <http://www.theweddingshow.lk/> [Accessed 29 Mar. 2018].

Truong, Y. & McColl, R. (2011). Intrinsic motivations, self-esteem and luxury goods consumption, *Journal of Retailing and Consumer Services*, 18(6) 555-561.

Veblen, T. B. (1899). *The Theory of the Leisure Class, an Economic Study of Institutions*, London: MacMillan.