

FACTORS AFFECTING INTENTION TO USE WEDDING PLANNER SERVICE OF GEN - Y CHINESE IN KUNMING CITY, PRC

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Abstract

Today, young people are focus on their jobs live a stressful life, they don't have enough time and energy to manage their wedding, at the same time most of them are dreaming for a perfect wedding ceremony. Therefore, many wedding companies have been advance. According to the data from official authority, shows that the number of newly- weds is decreasing year by year. In consequence wedding industry competition is increasingly fierce. This study use the questionnaire to collect data from 215 Chinese consumer aged 20-36 years old who live in Kunming city, PRC. Data was analyzed using demographic statistics and tested the hypotheses by chi-square (X^2 - test), and t-test eovieation analysis.

This study found that majority of respondents are female, age between 20-30 years old, and earn monthly income 2,001-6000 yuan. Hypothesis testing revealed that (statement of H1:Gen-Y Chinese consumers who have different demographic profile will not have different intention to use wedding service in Kunming city, PRC.); and (statement of H2: Service marketing mix strategy of wedding planner company will have influence on intention of Gen-Y Chinese in Kunming city, PRC.). This partial relationship is significant at $\alpha =0.05$.

Keywords: Gen-Y Chinese consumer in Kunming, wedding planner service, consumer's intention

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Introduction

Contemporary Wedding Services with the improvement of urban living standards, as well as the more pursuit of contemporary youth, the quality of marriage and wedding celebrations personalized, there has been a trend of romantic wedding services trend, personalized services become a new trend. An Annual Research and Consultation Report of Panorama Survey and Development Strategy on China Industry (2017) shows that in 2011, China's urban wedding consumption reached 586.5 billion Yuan. The total amount of wedding celebration costs is still growing, and the wedding industry chain is expanding. The global wedding market scale increased from 1661.715 billion Yuan in 2012 to 2196, 96 million Yuan in 2016, increased by 5.38 percent compared with 2015. The prediction of CIC Consulting Industry Research Center (2017) shows that in 2014, the national marriage registration was 13.067 million pairs, including mainland residents registered 13.02 million pairs, involving 47,000 pairs of Hong Kong, Macao and Taiwan residents. In 2015, the national marriage registered 12.247 million pairs, that was down 6.3 percent from a year ago. In 2016 January to June, the national marriage registered 6.043 million pairs, recorded a drop of 2.6%. Based on the above factors, CIC expects that in the next five years (2017-2021), the compound annual growth rate will be approximately 1.91%, and the number of marriage registrations will reach 12.78 million pairs in 2021, shows in the following chart:



Figure 1 Number of marriage registration in China

Source: CIC Consulting Industry Research Center (2017)

Based on the above factors, CIC Consulting Industry Research Center estimates that the compound annual growth rate will be 23.11% in the next five years (2017-2021). In 2021, the size of China's wedding market will reach 3.363 billion yuan shows in the following chart:

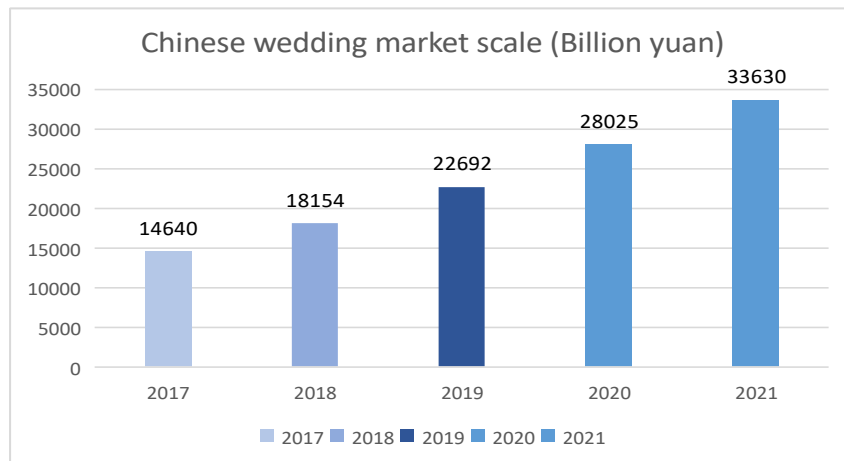


Figure 2 Chinese wedding market scale

Source: CIC Consulting Industry Research Center (2017)

With the growth of Gen- Y consumer, personalized and diverse consumption has gradually become mainstream. One-stop wedding services are the first to flow in some of China's wealthy regions. One-stop service set wedding planning, wedding photography, wedding celebration, wedding banquet, honeymoon trip, wedding dress, jewelry jade, hi-cigarette wedding candy and other wedding supply chain as one, greatly facilitating and satisfying newly marrieds' price demand and consumer demand.

This study aims to test whether there are relationship between demographic profile, service marketing mix 7P's and intention to use wedding planner service in Kunming city, PRC. Therefore, this study proposed two hypotheses as follows:

H1: Gen- Y Chinese consumers who have different demographic profile will have different intention to use wedding planner service in Kunming city, PRC.

H2: Service marketing mix strategy of wedding Planner Company will have influence on purchase intention of Gen-Y Chinese in Kunming city, PRC.

Investigating constructs

This study addresses the intention to use wedding service of Gen-Y Chinese consumer in Kunming city, PRC. The proposed factors of demographic profile and service marketing mix 7P's were used to examine the relationship with intention of Gen- Y Chinese consumer to use wedding service in Kunming city, PRC. The definitions of key terms in this study are described as follows:

- **Gen- Y** – The generation of people born during the 1980s and early 1990s, which now is aged 20-36 years old. This research focuses on Gen- Y consumers from Kunming city, PRC.
- **Wedding planner** –A professional company who assists with the design, planning and management of a client's wedding.
- **Duties of wedding planner** –Managing budget, vendors, venues, contact DJ/ band photographer, create a detailed timeline, rehearsal, supervise all vendor set-up on the day of the wedding, liaison between all the vendors and the bride/ groom on the day of the wedding.
- **Service marketing mix 7P's** – product, place, price, promotion, people, processes, physical evidence.
- **Demographic profile** – Demographic segmentation is divide the market on variables such as age, race, religion, gender, nationality, occupation, family size, family life cycle, ethnicity, income, social class and education.

To future understand the relationship between demographic profile, service marketing mix 7P's and purchase intention, the following relevant studies have been reviewed. Studies of Chaganti (1986) show that women are more motivated by non-economic goals than men. As people age, they show greater reluctance to adopt new technologies Gilly & Ziethaml(1985) become more cautious, and seek greater certainty in their decisions, Education affects information acquisition and product evaluation strategies of consumers. Research in marketing shows that educated consumers are more likely to engage in extended search Beatty & Smith(1987).

In accordance with Chen (2001), this article describes the factors which influence impulse buying, such as external stimuli (buying frequency, store displays, promotions and advertising, atmosphere in the store and retailers), internal perceptions (lifestyle, personality, emotion, money and time pressure), buying behavior (price, the time of purchasing, payment) and demographic variables (age, gender, income, occupation, marital status, education, household income and social status). It is important for marketers to be aware of these four factors so that they can make a complete and functional marketing plan.

Methodology

The research is a survey research design that uses a self-administrative questionnaire to collect data from respondents. The research adopted quota and convenience sampling method

by using online questionnaire to collect data. The respondents are age between 20-35 years old and who live in Kunming, People's Republic of China. Convenience sampling was used for this study because the respondents are selected to be in the right place at the right time and least time consuming compared to other sampling techniques. Due to the number of population is unknown, the researcher use Taro Yamane table to calculate by the approximately sample size for this study (Poldongnok 2009). The sample size is calculated based on 95% confidence level and 5% sampling error. However, this study collected data from 384 samples due to the limitation in terms of only 4 months study period for the independent study course, the researcher was allowed to collect 215 samples.

Data has performed normal distribution with $-1 < \text{Skewness} < 1$ and $-2 < \text{Kurtosis} < 2$ (Tabachnick & Fidell, 2007). Data was analyzed using descriptive statistic to describe variables by mean, frequency standard deviation and percentage. Chi-Square was used to delimit the relationships between demographic profile and intention of Gen-Y Chinese to use wedding service in Kunming, PRC. Correlation was used to find the relationships between marketing mix strategy and intention of Gen-Y Chinese to use wedding service in Kunming, PRC at the confidence level of 95% or $\alpha < 0.05$.

Results and Discussion

This study collected data from Gen-Y Chinese age between 20-36 years old who live in Kunming City, People's Republic of China. Questionnaires were distributed to 220 respondents through online channel and 215 acts were received and all were used in data analysis, resulting the response rate of 97.72% were achieved.

In summary, the respondents of this study are Gen-Y Chinese which is aged between 20-36 years old, and live in Kunming, all of them are unmarried. The majority of respondents are female (63.3%) and male are 36.7% of the total. The largest groups are aged 20-25 years old (51.2%) and 26-30 years old (40%), they graduated with bachelor's degree. Most of them are work in private companies with average monthly income at 4001-6000 RMB. They mostly are non-religion. Which is in line with a report from the Financial Time (2017) found that more than 25 percent of Gen-Y are well educated and work in cities as white collars who are paid high salaries.

Most respondents agreed that service marketing mix strategy such as product, place, people, process management and physical evidence have an impact on their intention to use wedding planner service in Kunming city, PRC. However, price, promotion (IMC) from

service marketing mix strategy didn't influence the intention of Gen- Y Chinese consumer to use wedding service in Kunming city, PRC.

The majority of respondents would like the wedding planner company to have the following service: wedding planning (84.09%), to give the venue layout (82.73%), good MC toastmaster (62.73%), bridal makeup service (60%), wedding photography (51.3%). The most anticipated wedding venue is beach (53.64%), followed by lawn (44.55%). Most of the respondents hope to get married in the form of combination of Chinese and Western wedding style (54.55%) followed by western style (41.36%) and Chinese style (35.91%). The most popular wedding atmosphere is sweet romance (43.18%) followed by simple and concise (25%). The respondents usually get the company information from social network platform such as Weibo Baidu Tiktok WeChat (64.09%).

This leads to development of conceptual framework of the study and the following hypothesis:

H1: Gen- Y Chinese consumers who have different demographic profile will have different intention to use wedding planner service in Kunming city, PRC.

H2*: Service marketing mix strategy of wedding planner company will have influence on intention to use wedding planner service of Gen-Y Chinese in Kunming city, PRC.

Note:* Partial support at significant level of 0.05.

Table 1 Result of Hypothesis 1: Relationship between Demographic Profile and Intention to Use

Items	Value	Df.	Sig.
Gender	6.58	4	.160
Age	5.80	8	.669
Education	13.81	12	.313
Occupation	16.30	20	.698
Income	13.91	16	.605
Religion	11.51	12	.486

The table 1 showed that the demographic of Gen-Y Chinese was found having no significant relationship with intention to use wedding planner service in Kunming ($P < 0.05$)

Table 2 Result of Hypothesis 2: Relationship between Service Marketing Mix 7P's and Intention to Use

Marketing Mix 7P's	R ²	Sig
product	0.222	0.001*
price	0.217	0.001*
place	0.246	0.00*
IMC Mix	0.281	0.00*
people	0.107	0.119
process	0.185	0.007*
Physical evidence	0.139	0.042*

Table 2 Showed that product, price, place, IMC Mix, process, physical evidence were found having particular significant relationship with intention, and people was not found having a particular significant relationship with intention. ($P < 0.05$)

Marketing Mix (Product) and intention

The study was found that product was found having a partial significant relationship with intention to use wedding planner service in Kunming ($R=0.222$, $P < 0.05$). Respondents tend to choose wedding company that offers one-stop service that including all wedding arrangement e.g. photo-shooting, hotel booking, ceremony. ($R=0.208$, $P < 0.05$) Respondents tend to choose the wedding planner company that offer variety of ceremony models. ($R=0.194$, $P < 0.05$) Respondents prefer the wedding planner company that allow them to design their own event. ($R=0.194$, $P < 0.05$)

Marketing Mix (Price) and Intention

The founding showed that price was found having a partial significant relationship with intention to use wedding planner service in Kunming ($R=0.217$, $P < 0.05$). Respondents would prefer a company that offers wedding service with moderate price and medium quality of service. ($R=0.223$, $P < 0.05$)

Marketing Mix (Place) and Intention

Researcher found that Place was found having a partial significant relationship with intention to use wedding planner service in Kunming ($R=0.246$, $P < 0.05$). Respondents would

prefer a company that locates on a convenient location e.g. in CBD ($R= 0.276, P< 0.05$) Respondent prefer to choose a company that offers wedding service has convenient public transportation nearby ($R=0.152, P< 0.05$) Respondent prefer a wedding planner company that has online channel e.g. Website Weibo Baidu ($R=0.215, P< 0.05$)

Marketing Mix (IMC Mix) and Intention

The founding showed that IMC Mix was found having a partial significant relationship with intention to use wedding planner service in Kunming ($R=0.281, P<0.05$). Respondents tend to participate in the wedding fair in order to get information of wedding planner company. ($R=0.221, P< 0.05$) Respondents think sales promotion such as price discounts is important for their decision. ($R=0.239, P<0.05$) Respondent think gift premium is attractive to them. ($R=0.209, P<0.05$) Respondent would prefer that wedding planner company to use presenter ($R=0.136, P<0.05$) Respondent think the company hosting wedding event frequently is more attractive to them. ($R=0.231, P<0.05$)

Marketing Mix (people) and Intention

People was not found having a partial significant relationship with intention to use wedding planner service in Kunming ($R=0.107, P>0.05$).

Marketing Mix (Process Management) and Intention.

Process was found having a partial significant relationship with intention to use wedding planner service in Kunming ($R= 0.185, P<0.05$). Respondent prefer a wedding planner company that offers online booking service e.g. via company website, wedding applications ($R=0.216, P<0.05$)

Marketing Mix (Physical Evidence) and Intention

Physical evidence was found having a partial significant relationship with intention to use wedding planner service in Kunming ($R= 0.139, P<0.05$). Respondent pay attention on customer comment ($R= 0.151, P<0.05$) Respondent trust the company that their friend recommendation. ($R=0.163, P<0.05$)

Implication of the study

1. Based on the study, the majority of respondents are marriageable age which is aged 20-25 years old and 25-30 years old, they mostly worked in private company and earn 4001-6000 RMB per month.

2. The results show that better products and private ordering are more attractive to consumers, they expect the unique wedding. Therefore, companies should launch more creative products and wedding plans according to customer demand.

3. The research findings showed that respondents do not really care about the price, but they do care about the effect of the wedding should get the money's worth. Therefore, companies should do reasonable pricing.

4. According to the study, respondents strongly agree that attitude and quality of service is important, they may choose a company because of the good service and good user experience. Companies should improve employee service awareness.

5. In such a dynamic world, customers are under pressure and have little free time, therefore they asked for high efficiency, the creative talents are always working under a lot of pressure and producing within a tight schedule.

6. Customers usually ask friends for recommendations, furthermore they reviewed comments, browse previous works, company should take every customer seriously and it is a good way to market the company.

7. It is totally impossible today for a brand to survive in the Chinese market without using networks. Gen Y customers regard the web and social media as part of their everyday lives, WeChat, TikTok, Weibo are very popular social media, companies have to be where they are, should use multimedia advertising to reach their clients.

Limitations and Recommendations for Future Study

There are several limitations in which the researcher encountered throughout the processes of research conduction. The limitation of the study still leaves gaps for future study in following areas:

1. This study collected data from 215 respondents in only 80 males and 135 females from Kunming city, PRC. In order to have better and more reliable results, the data collection for future studies should find more males at least to equal with number of females and collect larger sample size from Kunming city, PRC, even nationwide.

2. Future studies may identify particular factors in order to have a better understanding. For example, what kind of user experience can make customers recommend to their friends.

3. Future studies can be surveyed nationwide for more comprehensive and realistic findings.

In conclusion, this results might benefits local wedding planner service company in Kunming city, PRC. They can be served as guidelines to improve their marketing strategies to better capture the rapid changes in the wedding planner market

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