

GENDER DIFFERENCES TOWARDS PERCEPTION OF WEDDING VENUE AT TRICHIRAPPALLI

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Abstract: As a spinoff the larger discipline of event management, the business of wedding planning will provide business to a broad array of supporting industries, such as hotels, retails, and catering service. The study tries to find out the gender differences towards perception of wedding venue at Trichirappalli. The analysis find that the highest mean value 4.400 goes with female in relation to Tangibility the lowest mean of 3.2600 is with female in assurance. So there is a wide response scatter of female rather than male. The component factors reliability, and assurance shows significant difference in responses; but the other components are not showing significant differences in their responses towards customers' satisfaction through the three factors. Hence it is recommended that star hotel managements should present nonstop training to the workers on problems like responsiveness, confidence and communication skills to improve their particularly female customers.

Keywords: Tangibility, Reliability, Responsiveness, Confidence, Communication and Perception of Wedding Venue.

I. INTRODUCTION

Wedding is once-a-life event in people's life. For many of families, they're willing to pay a substantial quantity of cash to make sure the marriage is organized as excellent as doable. As a by-product the larger discipline of event management, the business of wedding coming up with can give business to a broad array of supporting industries, like hotels, retails, and line of work service. Comparison with the opposite personal events, like birthday, anniversaries, wedding is additional sophisticated, as a result of it involves friends and families and a spread of connected service activities covering from line of work to entertainments.

In order to form certain everything goes swimmingly within the day, most of the possible couples would really like to set up the marriage in typically year earlier. Each brides and grooms place abundant effort into the marriage preparation together with the venue choice, honeymoon booking and dress style etc. However, not all of them have enough time and energy and data in wedding going to prepare everything themselves. They have somebody to help them in wedding coming up with, budget preparation, coming up with detail checklists, venue arrangement moreover as onsite supervising and coordination on the marriage day. Wedding planners, the skilled coping with all the small print of wedding, give a one-stop service to potential couples by charging some considerable adviser fee. The article tries to seek out the gender variations towards perception of wedding venue at Trichirappalli.

II. REVIEW OF LITERATURE

Kariru (2014) has created an enquiry on the customers' perceptions and expectations of service quality in hotels in Western touristy circuit, in African nation indicated that the client satisfaction are often accumulated by rising their expected service quality customary of hotels.

Andargie (2013) conducted a study on foreign client satisfaction in Ethiopian five-star hotels furniture Addis and Hilton intercontinental hotels reported that foreign customers don't seem to be happy by the services of the hotels, and every one services quality dimension of the building created a niche in their customer's expectation and perception.

Tsiotsou & Goldsmith, 2012, declared that the client loyalty is that the main reason why some hotels lag behind. To attain bigger heights of client satisfaction and loyalty, the management should show the temperament to adapt to the requirements of consumers in order that they will their existing customers instead of attracting the new customers.

Kotler and Armstrong (2011) outlined service quality because the ability to meet declared and implicit wants. Supported the conceptualizations of service quality there live} some models within the literature that are accustomed measure the standard of the services.

This means couples have a lot of income to afford the marriage expenses; and that they area unit a lot of seemingly to seem for a few special distinctive wedding designs, like theme wedding, inexperienced wedding etc., that in all probability involves completely different parts, like ethic, spiritual custom, family tradition, category identity, regional apply and individual tastes and preference (Howard, 2006).

Victor Charles, Kathiravan and Velaudham found that the necessary factors like exterior, convenience, performance, safety, economic side, angle to mark and when sales & service area unit thought of and expectation by the shoppers before deciding.

Sathish and Rajamohan (2012) steered that the merchandiser ought to be a watch dog to grasp the dynamic pattern of the consumers' aspirations and competitive actions.

Hollis Landrum, et al. (2009) found that (1) corporations that offer consumer services and (2) designers of knowledge systems that interface with users ought to emphasize responsiveness and reliability; in cases of restricted user resources, responsiveness and dependability ought to be emphasized over different SERVPERF performance dimensions. We have a tendency to conjointly conclude that the utilization of SERVPERF is nuanced which analgesic influences could have an effect on measure results.

III. RESEARCH METHODOLOGY

Research Design

A research design specifies the methods and procedures for conducting a research work. According to Smith, Thorpe, and Lowe (1991), research design is the plan, structure and strategy of investigation with an objective of obtaining answers or solution for the research question. It provides an overall operational pattern or work frame of the investigation that stipulates what information is to be collected from which source and by what procedures. There are several ways to study and tackle the research problem. This research comes under the category of description study as the researcher is interested in determining the relationship between different variables. The strength of survey research is the wide scope to collect detailed information from a sample of a large population.

Framework of the Study

From the framework, the variable wedding venue perception was classified into five categories. The five categories named as tangibility, reliability, responsiveness, confidence and communication.

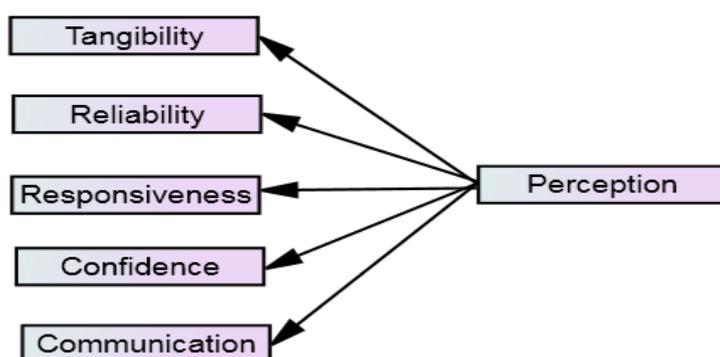


Figure 1: Conceptual framework

Objective of the Study

- To study the perception of wedding venue at Trichirappalli.

Hypotheses of the Study

- There is no significant difference towards perception of wedding venue with respect to gender.

Sampling Technique

Convenience sampling technique was adopted for the study. Srivastava (2008) there is only a less effort need to collect the data. Actually no pre plan of executing is there.

Questionnaire Construction

The questionnaire was divided into two sections. Section A consisted of questions pertaining to elicit personal details of the respondents. In section B, questions related to the perception.

Data Collection

The sample size of the study is 60 in all. The study was conducted in selected star hotels customers of Trichirappalli, Tamil Nadu.

Reliability

For all the items in the questionnaire design the alpha was 0.78 to 86. This indicates high reliability of the items in the questionnaire. With these results the consistency, dependability and adoptability are confirmed.

Statistical tool

Independent sample t test was used to data analysis. It is used to identify the difference between genders with respect to perception of wedding venue.

IV. ANALYSIS AND INTERPRETATION

Table 4.36 showing t test among perception factors and gender in relation to customer satisfaction towards DTH

Factor	Gender	N	Mean	SD	t	Sig.
Tangibility	Male	44	4.3396	.71215	-.908	.364 NS
	Female	16	4.4000	.49391		
Reliability	Male	44	4.1612	.81796	6.547	.000**
	Female	16	3.6064	1.11237		
Empathy	Male	44	3.9710	.99595	-.718	.473 NS
	Female	16	4.0384	.77029		
Assurance	Male	44	4.0615	.84846	8.797	.000**
	Female	16	3.2600	1.31193		
Responsiveness	Male	44	3.9052	.92148	-.264	.792 NS
	Female	16	3.9280	.68304		

Source: Primary Data ** Significant at 1% NS Non Significant

Above table shows the frequencies of genders, mean, SD and t-value in relation to the five factors of perception towards customers' satisfaction.

H₀: Male and Female perception are equal towards wedding venue through five perception components.

In order to examine the formulated hypothesis t test is applied. It is found that t-value is -0.908 and p-value is 0.364. The p-value is not significant; hence, the null hypothesis is accepted. The result reveals that there is no significant difference towards tangibility of wedding venue perception with respect to gender.

In order to examine the formulated hypothesis t test is applied. It is found that t-value is 6.547 and p-value is 0.001. The p-value is significant; hence, the null hypothesis is rejected. The result reveals that there is significant difference towards reliability of wedding venue perception with respect to gender. Male customers are highly perceived when compared female customers towards reliability of wedding venue perception.

In order to examine the formulated hypothesis t test is applied. It is found that t-value is -0.718 and p-value is 0.473. The p-value is not significant; hence, the null hypothesis is accepted. The result reveals that there is no significant difference towards empathy of wedding venue perception with respect to gender.

In order to examine the formulated hypothesis t test is applied. It is found that t-value is 8.797 and p-value is 0.001. The p-value is significant; hence, the null hypothesis is rejected. The result reveals that there is significant difference towards assurance of wedding venue perception with respect to gender. Male customers are highly perceived when compared female customers towards assurance of wedding venue perception.

In order to examine the formulated hypothesis t test is applied. It is found that t-value is -0.264 and p-value is 0.792. The p-value is not significant; hence, the null hypothesis is accepted. The result reveals that there is no significant difference towards responsiveness of wedding venue perception with respect to gender.

V. FINDINGS, RECOMMENDATIONS AND CONCLUSION

- The highest mean value 4.400 goes with female in relation to Tangibility the lowest mean of 3.2600 is with female in Assurance. So there is a wide response scatter of female rather than male.
- The component factors Reliability, and Assurance shows significant difference in responses; but the other components are not showing significant differences in their responses towards customers' satisfaction through the three factors.

Recommendations

- Star hotel management must be able to distinguish between them and meet their requirements thus in order to stay away from any inconsistent circumstances.
- Star hotel managements should present nonstop training to the workers on problems like responsiveness, confidence and communication skills to improve their particularly female customers.

Conclusion

As a spinoff the larger discipline of event management, the business of wedding planning will provide business to a broad array of supporting industries, such as hotels, retails, and catering service. The study tries to find out the gender differences towards perception of wedding venue at Trichirappalli. The analysis find that the highest mean value 4.400 goes with female in relation to Tangibility the lowest mean of 3.2600 is with female in assurance. So there is a wide response scatter of female rather than male. The component factors reliability, and assurance shows significant difference in responses; but the other components are not showing significant differences in their responses towards customers' satisfaction through the three factors. Hence it is recommended that star hotel managements should present nonstop training to the workers on problems like responsiveness, confidence and communication skills to improve their particularly female customers.

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