Investigating wedding quality characteristics: Evidence from Kaohsiung

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Abstract: *Having a perfect and romantic wedding were the dream of bridges and grooms. Nowadays, people have variety of forms; the choice of the new space is relatively broad. However, with the wedding companies comes out, many merchants offering different forms to cater for customers. Therefore, to let the wedding company can understand the needs of customers, we used the Kano Model to analyze the factors and what reasons can reduce the satisfaction of customers. The results indicate that "Main purpose of this project is to determine wedding market strategies in Taiwan. An analysis of the basic satisfaction dimensions of the Kano model was established based on the specific service attributes that most affect the total satisfaction of wedding company customers. It is planned to identify the voice of the wedding customer and then translate voice of the customer into critical to quality characteristics (CTQs).*

1 INTRODUCTION

By the increasing of economic in society nowadays, couples who are getting married usually don't have enough time to prepare their weddings. As result, wedding management became more and more important and wedding managers starting to rise very quickly. Wedding managers provide professional advice not only help customers save time on dealing with but also make the detail simple and easily to complete. Still, there are some imperfect services in wedding industry. Main purpose of this project is to determine wedding market strategies in Taiwan. An analysis of the basic satisfaction and dissatisfaction dimensions of the Kano model was established based on the specific service attributes that most affect the total satisfaction of wedding company customers. It is planned to identify the voice of the wedding customer and then translate voice of the customer into critical to quality characteristics (CTQs).

We want to know whether the satisfaction of wedding planning is important for a wedding company to service their customers. Try some methods to find out the advantages and the disadvantages of the satisfaction. Hope to realize more about this section and have an opportunity to improve this section of wedding management.

With the time changing, people have variety of choice to choose what they want. Some of them will choose to civil marriage to save money and time.

Nowadays, wedding have divided into many ways to present, traditional, western and theme wedding. The problems are that how the customers choose in the numbers of wedding companies. When you face the large wedding marketing, you don't even know how to make the right decision which is suitable to you (Krishnan, 2008).

Therefore, we try to figure out the service of wedding companies and investigate the type of wedding companies.so, the wedding company are growing because market demand,

the most people need to have a professional wedding companies to help them, it is including the selection of restaurants, wedding photographic, presided over the wedding, even car rental, which is within the range of wedding services company, they usually can let you have a perfect wedding, so we have to think and explore, in the current competition force such a large wedding companies in the industry, we should provide what quality, what services can be successful in attracting customers to choose the company in many wedding companies.

2   LITERATURE REVIEW

The events industry now includes events of all sizes from the Olympics down to business breakfast meetings (Absalyamov, 2015; Fotiadis, Huan, & Costantino, 2013; Slak Valek, Shaw, & Bednarik, 2014). Many industries, charitable organizations, and interest groups hold events to market themselves, build business relationships, raise money or celebrate achievement. Events management requires strong organizational, budgeting and creative skills (Dwyer, Forsyth, & Spurr, 2005; Gursoy, Kim, & Uysal, 2004; Vassiliadis & Fotiadis, 2014). Those who work in events management must be comfortable with interacting with all levels of individuals inside and outside of their organization (Fotiadis & Vassiliadis, 2012; Getz, 2008; Hoyle, 2002; Ziakas, 2010).

The increased number of wedding store has brought about the development of many other industries. Wedding business provides services and sells wedding products to people who get married. Wedding services include wedding schemes, wedding etiquette, providing wedding hosts, photography (Bezner, 2002), making videos, and holding wedding parties like wedding party pictures, wedding party dresses and seats of guests. Wedding products include wedding candy, wedding invitations, cigarette, alcoholic drinks and wedding jewelry. Wedding stores have comprehensive services for the people who get married. Holding a wedding involves many practical matters to do. Customers come to the wedding store, and the store arranges everything for the customer. (Wu, 2012).

Basically, there are a number of factors that must be considered when setting up a wedding, not necessarily perfectly themed but perfect in a sense that the couples and the entire guests to be satisfied with the result(Krishnan, 2008; Nutt, 2007; Wu, 2012). With reference to Nutt (2007), setting up usually starts by setting a date. This is not a simple task, as the planner must choose a date which is not only convenient for the couple but also for the guests. A wedding is a once-in-a-lifetime-experience so it is assumed that most couples would prefer this event to be witnessed by their entire intended guests (PRNewswire, 2014). Subsequently, the type of ceremony would have to be finalized as well because this will indicate whether the wedding is formal or semi-formal, big or small (Krishnan, 2008, p. 25).

Setting up a wedding celebration, ranging from the venue, props, foods, and reception can be done by anyone who has the patience and time to allocate for the overall operation, as weddings indeed consume much time. However, it would be more effective if couples hired a wedding planner because, aside from the fact that this person can save them all their effort, they can rest assured that their wedding will turn out according to their preferences. Wedding planners have the intelligence and creativity to set up difficult elements of wedding celebration, most specifically the venue for the reception, because, aside from food and beverage, this place must be designed elegantly and to provide an enjoyable occasion for the guest.

Apparently, with a professional wedding planner can help couples who are getting married to save a lot of time and because they have more experience of weddings, they know more about how to design a great wedding. Couples hire a wedding planner to help them host their wedding because people nowadays are usually busy in working. Wedding Management is becoming a more and more important part of weddings. But there are also some problems may happen. For example, because of the limited budget, wedding planner will have to pay more attention to design the wedding, they must think about how to make this wedding the best and let the cost be less but couples can have a memorable experience in their life.

2.1   Weddings in Taiwan

When they had reached a consensus to move forward to the journey of future, marriage is a start. From meeting the parents to choose the wedding company lot of learning how this couple complete a test of each other's life events together. The wedding company must be an efficient and effective program to the successful implementation of the project and methods; while their concern is how to be able to schedule a task, such as budgets and quality and fully meet the needs of the target.

Project is a temporary effort to create a unique product and services on the limited circumstances, cost, time and resources to complete successfully.

2.2   Kano model

The Kano Model is a tool that can be used to prioritize the Critical to Quality characteristics, and is a widely used nonlinear and two-dimensional approach consisting of pair of functional and dysfunctional questions about each requirement; the functional situation considers the quality present or sufficient, while the dysfunctional situation supposes the quality to be absent or insufficient (Kano, Seraku, Takahashi, & Tsuji, 1984). Unlike other models, Kano model assumes asymmetrical relationships between the level of customer expectations fulfilled and customer satisfaction (Chang & Chang, 2012; Lee, Sheu, & Tsou, 2008). Many researchers examine or modified the original Kano model (C.-C. Chen & Chuang, 2008; L.-S. Chen, Liu, Hsu, & Lin, 2010; Y.-H. Chen & Su, 2006; Dahlgaard-Park, 2009; Kuo, Chen, & Deng, 2012; Luor, Lu, Chien, & Wu, 2012; Matzler, Fuchs, & Schubert, 2004; Witell, Löfgren, & Dahlgaard, 2013) but few according to our knowledge examine wedding companies quality by using this model.

The Kano Model asserts that, for some customer requirements, satisfaction is proportional to the extent that the product or service is fully functional. The Kano Model

shows how satisfaction rises proportionally with increases in functionality for certain characteristics, while satisfaction or dissatisfaction is affected disproportionately for other characteristics(Fotiadis, Vassiliadis, & Piper, 2013). The Kano Model tried to help categorize and explain customer satisfaction in the field of business. It was developed by a Japanese professor named Noriaki Kano in the 1980s. The Kano model separated the satisfaction of customer into five distinct categories.

Figure 1: Functional and dysfunctional questions.
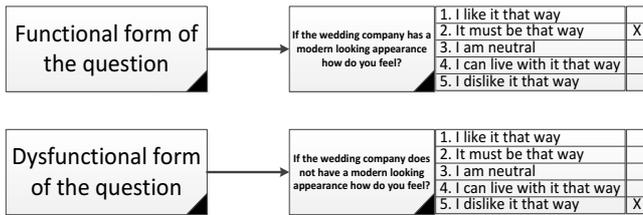
With the customer's current product or service to clarify whether it can meet the customer's needs or desires. Find to determine the feasibility of using the product or service, which can be improved from. Transaction (business), it can be divided into two categories, marketing or customer satisfaction. Marketing sales on all companies doing many supporters to buy their products feel satisfied(Fotiadis, Huan, et al., 2013; Fotiadis, Michalko, & Ratz, 2008). The customer satisfaction is about what the company sold products in the "continuous" service, and you can modify the product which is defect or increase the purchase rate or the customer come back again. It also involves the ongoing quality of the product and attempts to gain repeat purchases from customers.

Depending on how each attribute underpin customer satisfaction and dissatisfaction, they are classified into must-be, attractive, one-dimensional, indifferent, and reverse attributes (Kuo, 2004; Tontini, 2007) as detailed below:

- Must-be: this category includes attributes that the customers expect to find, in this case the attributes that the patients expected to have improved due to change in facilities. Without these attributes the patients will be extremely dissatisfied.
- One-dimensional: under this category the attributes are directly connected to one's satisfactions. Higher performance of these attributes leads to higher customer's satisfaction.
- Attractive: This category includes attributes that lead to satisfaction when in place, but their absence doesn't lead to dissatisfaction. In fact, since the tourists may not be aware of the existence of them and they do not expect them, fulfilling them lead to more than proportional satisfaction.
- Indifference: These attributes don't affect satisfaction since customers perceive it as a service characteristic and not as a customer must.
- Reversal category: In this category, we face an inverse relationship. When performance is increasing, we have an increase of dissatisfaction.
- The model uses pairs of functional and dysfunctional questions about each service requirement; the

functional situation examines if the there is a present or adequate level of, while dysfunctional assumes that quality is inadequate or insufficient (Figure 1).

3   RESEARCH METHODOLOGY

3.1   Locale of the study

On this study, we will examine wedding companies in Kaohsiung Taiwan. As we can see in the following map companies are separated in different categories regarding what kind of services they provide. The following categories are green, yellow and red.

- Red: Wedding Consultant Services contains wedding planning process, site layout atmosphere and creative theme wedding.
- Green: The unique needs of grooms and bridges, ranging from good dinner venue, the wedding process design, small exquisite wedding card, courtesy of the selection of other fine start to finish made the most complete planning, they will provide advices and activities.
- Yellow: Wedding Consultants, rental wedding and wedding photography.

Figure 2: Wedding companies map for Kaohsiung City.
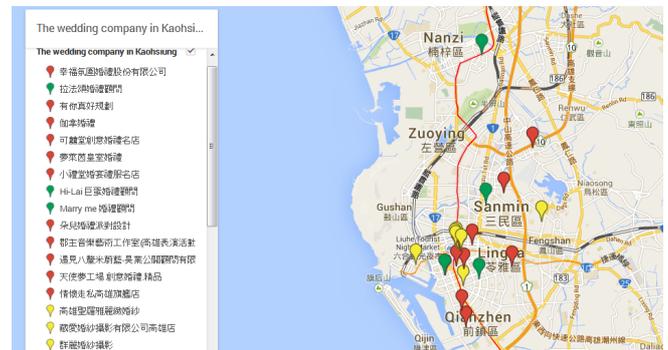
3.2   Measurement instrument

Based on literature review and our personal experience we first made some interviews with wedding companies owners or managers where with their help we are develop a structured questionnaire that help us understand the customers "must be" about the wedding industry. Our questionnaire was divided in two sections. First section deal with demographic characteristics. There we examine general information about customers such as gender, age, job, income and their status. Next, we develop a Kano Model questions and we examine what is the opinion of managers for specific attributes of Wedding Companies.

Typically, scientists do not have the time or finances to select a completely randomized sampling, otherwise known as the collection of data from a subset of the population. Instead, they must rely on a certain form of data collection called convenience sampling. This type of sampling has a few drawbacks, but remains a popular way to gather statistical

data for many different areas of study. Convenience sampling refers to the nonprobability process by which a scientist gathers statistical data from the population(Fotiadis, 2011; Fotiadis & Vassiliadis, 2010). This form of selection is done based on the ease of gaining the statistical data. Rather than gathering a more accurate array of data from the population, the researcher simply gathers data from people nearby. This form of data collection works for some areas of study, but researcher bias may result in inaccurate data.

A pilot test was performed with ten wedding couples to verify that our questionnaire is understandable. If some questions are not recognized, then we will modify or delete the questions. In parallel, we conducted an Inter-rater reliability analysis using the Cronbach Alpha method to see whether our questionnaire was reliable. Reliability is the degree to which an assessment tool produces stable and consistent results. Inter-rater reliability is a measure of reliability used to assess the degree to which different judges or raters agree in their assessment decisions. Inter-rater reliability is useful because human observers will not necessarily interpret answers the same way; raters may disagree as to how well certain responses or material demonstrate knowledge of the construct or skill being assessed. Accepted value for Cronbach Alpha test is .70 according to other researchers (Cortina, 1993; Netemeyer, Bearden, & Sharma, 2003; Nunnally, 1978). Because the questionnaire originates from an English bibliography we establish face validity based on the literature review and a panel of experts (Gay, 1996; Malhotra, 2007; McTavish, 1997). The panel of experts will be managers or owners of wedding companies and academicians with experience in special events management and marketing. Based on their opinion we modify or delete some of our questions

Descriptive statistics provides simple summaries about the sample and about the observations that have been made. We used descriptive analysis to describe each question and evaluate customer perception for each item we examine in our study. Cluster Analysis was used to identify the different demographic groups. Cluster analysis or clustering is the task of grouping a set of objects in such a way that objects in the same group (called a cluster) are more similar (in some sense or another) to each other than to those in other groups (clusters). It is a main task of exploratory data mining, and a common technique for statistical data analysis, used in many fields, including machine learning, pattern recognition, image analysis, information retrieval, and bioinformatics. Depending on the clusters that we had we performed T-Test or ANOVA tests.

4 RESULTS AND DISCUSSION

The questionnaires were chosen to do the random sample and different place to show that the data is useful and the views from different angles. Total questionnaires are 580 copies, 578 valid questionnaires, 2 invalid questionnaires; the response rate is 99.65%. The demographic shows the average of surveys have a certain level of economic capacity.

The result was used to analysis by our methodology tool Kano model. Kano model is also a distinction between the uses of a questionnaire survey of customers' needs, and demand for different, have different processing ways to meet customers' demand.

Table1: Kano's table of the interpretation

Question	No.	Mean	A	M	I	R	O	Q	Type	SI	DH
The wedding company has modern looking appearance	578	2.12	10.73%	1.38%	51.73%	9.52%	12.11%	14.53%	I	0.301	-0.178
Company has comfortable area & easy to move around	578	2.33	4.84%	5.36%	58.82%	6.57%	13.84%	10.38%	I	0.225	-0.232
The wedding company provides special discounts.	578	2.04	43.94%	4.33%	10.38%	10.03%	17.47%	12.98%	A	0.807	-0.286
Company has clean staff, neat & appropriately dressed	578	2.64	3.29%	5.19%	56.23%	10.55%	9.00%	13.67%	I	0.167	-0.192
Company staff can answer questions completely	578	2.04	12.63%	1.73%	44.12%	8.82%	16.09%	16.44%	I	0.385	-0.239
Personnel is well-trained competent & experienced	578	2.45	35.99%	3.11%	23.01%	9.00%	15.40%	13.15%	A	0.665	-0.239
Company has a brand name that I can trust	578	2.10	10.73%	2.25%	48.10%	8.65%	15.40%	15.05%	I	0.342	-0.231
Company makes you feel personally safe	578	2.47	10.55%	34.26%	15.22%	9.52%	15.40%	15.05%	M	0.344	-0.658
The wedding company makes you feel special	578	1.99	18.34%	1.56%	39.45%	7.79%	15.40%	17.82%	I	0.451	-0.227
Company gives extra effort to handle special requests	578	2.47	29.41%	5.54%	26.64%	10.55%	10.21%	17.13%	A	0.552	-0.219
The wedding company offers photographical services	578	1.99	24.22%	5.19%	42.91%	3.29%	9.00%	15.40%	I	0.409	-0.174
Company has the latest fashion of wedding dress	578	2.55	11.94%	5.36%	43.94%	10.21%	11.42%	17.30%	I	0.321	-0.231
The wedding company has her own banquet.	578	2.08	16.09%	4.84%	46.54%	5.19%	10.21%	16.78%	I	0.339	-0.194
The wedding company has good reputation	578	2.46	11.25%	6.75%	27.68%	11.59%	29.58%	13.32%	O	0.543	-0.483
The wedding company has a website	578	2.08	16.09%	11.07%	42.39%	5.36%	9.69%	15.74%	I	0.325	-0.262
The wedding company has a limo	578	2.52	17.65%	8.48%	42.39%	13.15%	10.73%	12.80%	I	0.358	-0.242
The wedding company can organize a honeymoon	578	2.30	10.55%	9.52%	43.60%	10.73%	6.23%	19.38%	I	0.240	-0.225
Company can organize a wedding in another country	578	2.55	10.55%	5.02%	44.46%	11.42%	9.00%	19.55%	I	0.283	-0.203

In the case, we set a positive and opposite hypothesis in the selection, respondents have to choose the number from 1 to 5 to represent their feeling. Based on the table1., we were be able to use the collection data to analyze. After analyzing the properties of each function can be used to do the sorting order of priority improvements to an important extent, M (Must-be) > O (One-dimensional) > A (Attractive) > I (Indifferent), priority to improve the function of Must-be property, first reduce dissatisfaction, them do to improve satisfaction. To make sure the numerical is available and the hypothesis are established, all constructs included in the model were measured using multi-item scales designed to tap all relevant domains of the construct. Based on the review of the literature 36 items were developed to measure the elements of wedding quality characteristics. Reliability of the scores for each of the four factors was estimated by calculating Cronbach's alpha coefficient using SPSS Version 18.0. Study had found that overall scale reliability was 0.930; this critical value is a widely accepted level of adequacy for the alpha coefficient (Cortina, 1993; Netemeyer, Bearden, & Sharma, 2003; Nunnally, 1978). Since all of Cronbach's alpha coefficients for the scales were greater than .60, the scales were deemed acceptable (Nunnally, 1978).

Table 2: Reliability statistics of study

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.925	.930	36

Moreover, it was examined Cronbach alpha coefficient per item. All the items in both cases are reliable since none of them in under 0.7 as many researchers suggest (Cortina, 1993; Netemeyer, Bearden, & Sharma, 2003). Cluster Analysis was used to identify the different demographic groups. Cluster analysis or clustering is the task of grouping a set of objects in such a way that objects in the same group (called a cluster) are more similar (in some sense or another) to each other than to those in other groups (clusters). We examine hypothesis: modern appearance, comfortable area for customer, provide special discount, well-trained staff, and good reputation or handle special requests. Recalling the hypothetical question, we mentioned questionnaire, in this research, the null hypothesis mean the observation doesn't

influence customer satisfaction. Here the calculated Sig less than 0.05, so the observation is rejecting with the null hypothesis. On the other hand, the observation would affect customer satisfaction.

5   CONCLUSIONS

In this project, we classified the quality of satisfaction characteristic and find out how to prove the service in wedding companies' industry in Kaohsiung. Based on the research of result, apply to the assumptions and methods to produce questionnaires of quality which related to Kano Model. The result used the Kano Model, Reliability Analysis and the Cluster Analysis to analyze the data. It can really help wedding companies to create and innovate features; customer needs to do effective classification and accurate to understand the demand of customers.

By the assumed on the questionnaires and customer needs, seemed eighteen quality facets as a basic study. Using of the Kano model two-dimensional quality to assess the overall service quality of wedding companies. Exploiting the Reliability study to prove the available numerical (0.930) and uses the Anova to make the cluster (sig <0.05 the null hypothesis would affect the customer satisfaction), we will seek out the importance of the project as a priority to improve product strengthening project to improve service quality to cater the real demand of customers.

From this study we can provide valuable information the manager of wedding companies and in general special events managers since they will know information regarding service attributes which are perceived to be important to customers. With the use of Kano's model wedding managers can focus on differentiating services features, as opposed to focusing initially on customer needs. Moreover with this research a methodology for mapping consumer responses to questionnaires. Moreover throw this study will be clear which dimensions are important for customers and what wedding companies offer in relation to them so they inform existing and potential customers by the means of advertising; public relations; direct marketing or sales promotion.

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