

THAI LUXURY HOTEL GREEN WEDDING PACKAGE DESIGN:  
MIXED METHOD APPLIED TO INTERNATIONAL GUESTS AT RAYAVADEE RESORT



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RAYAVADEE

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ABSTRACT

One of the most significant life events regarded by most cultures is the wedding between two individuals. People usually customize their wedding to make it unique and a memorable moment. The wedding business is a large section in the hospitality industry which is very profitable as bridal couples make a large investment toward decorations, food and beverage, and the choice of the location on their wedding day. As a repercussion, each wedding produces tons of garbage and carbon emissions. For example, American weddings produces on average around 400 to 500 pounds of garbage and 63 tons of carbon emissions per year (McMurray, 2013). By realizing such environmental impact, many couples have switched to a more sustainable wedding called the 'Green Wedding'. This study aims at defining customer perception, components, and willingness to buy 'Green Wedding', among the most frequent international guests at Rayavadee resort located in Krabi, Thailand. Rayavadee resort is a destination resort that is popular among foreign couples for getting married and is a potential place for celebrating an eco-friendly wedding. In-depth interviews were recorded among 9 international guests, transcribed verbatim, and coded. Coding was based on relevant keywords identification and

categorization into 7 components related to ‘Green Wedding’ The qualitative results were used to develop a survey questionnaire which was delivered online to current and previous foreign guests of Rayavadee. A total of 191 questionnaires were obtained. Descriptive statistical analysis shows that most participants developed their own representation of ‘Green Wedding’ but are not certain about what it covers exactly. Australians and Americans were found to have the greatest understanding of the concept. The weight of each ‘Green Wedding’ components is also found to vary by nationalities. Due to the differences found among the respondents from different countries, different packages of ‘Green Wedding’ were developed to target each category of customer. The findings offer valuable insight to both academic and hospitality industry, especially luxurious resorts in Thailand.

**Keywords:** Green Wedding, Customer Perception, Luxurious Hotel, Thailand

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## CHAPTER 1

### INTRODUCTION

Since a wedding is a major lifetime milestone, couples invest a huge amount of money to create a memorable moment. In addition, it is an occasion to show their social status and hierarchy. According to Boden (2001) “*Weddings have become more commercial, giving opportunity for the hosted place to promote itself as a unique destination to celebrate once in a lifetime event in a memorable way*” (Breg, 2013, p.1).

Wedding locations chosen by future bride and grooms are mostly motivated by their desire and past experiences such as dreamt places, rooted cultures, and/or new culture exploration. By understanding customers emotions and trends, wedding locations can take advantage in developing better products and/or packages to accommodate various wedding needs. Additionally, hotels and event venues can provide packages that better fit their client targets.

The choice of a location for a wedding is driven by the bride-to-be and groom-to-be inspirations. These may be childhood dreams, memories, desire to experience something new, or to learn a new culture and create unique memories. The most important element is the emotional dimension. In 2015, a small country in South-East Asia like Hong Kong had 51,450 wedding ceremonies with an estimated price of \$42,500 per wedding, comparing to China and India with \$29,800 and \$34,500 per wedding (Hong Kong DITP, 2016). By observing new emerging tourism market and finding new trends, wedding tourism industry has a chance of a dynamic increase in popularity. (Breg & Jaclyn, 2013).

United Nations World Tourism Organization (UNWTO) defines the wedding tourism as the total of travel activities for young couples and their associated guests to a place where they are not a resident and which primary purpose is to get married. In short, it can be defined as “*international travel to get married or to celebrate the wedding*” (Durinec, 2013, p. 1). Such description is limited, since tourism considers people’s movement outside their usual environment to countries and places (UNWTO, 2015). Wedding tourism is an authentic and looming part of the tourism industry nowadays (Conroy et al., 2012). Couples can arrange their wedding anywhere in the world. Destination weddings gain more and more participants. Tourism motivations are important to understand people’s behaviour regarding their choice of destination, especially for the wedding market.

‘Green Wedding’ is a type of wedding that focuses on reducing environmental impact and preserves local natural resources (Harrison, 2008 cited by Kwon, 2017). ‘Green Wedding’ support nature and reduce wastes (Breg, 2013). In 2010, spending on ‘Green Wedding’ grew by 6%. Brides are becoming more eco-conscious in their wedding plans (Phillips, 2010 cited by Flood et al., 2014).

However, scholars still lack of empirical data on this type of wedding. There is also a gap in the literature regarding the importance of ‘Green Wedding’ in Thailand. Rayavadee Resort happens to have a great potential for study the importance of sustainable weddings in the eyes of its customers. Hence, the research question in this study is: how to design a green wedding package to diversify a Thai luxurious hotel value proposition based on current most frequent nationality customers perceptions and expectations using an exploratory mixed methodology. The significance of this study will provide both academic and practical outcomes. This study will use customers’ perception



and opinion to strategize and plan the future development of hotel wedding packages. This includes how to create a standard of green wedding in Thailand as part of a social event to support strategic and long-term planning for Rayavadee Resort. The insights gained from the research can also assist the strategic planning of Thai luxury destination hotels.

### **Objectives of Study**

Rayavadee Resort is a beach resort destination located in Krabi province that provides luxury accommodation and service. Majority of hotel guests are from all over the world as well as destination wedding clients. In the past 10 years, it has become more and more popular as a wedding destination.

This research aims at exploring the attitude of international Rayavadee Resort's visitors towards 'Green Wedding'. It also aims at determining key components that should be included in 'Green Wedding' as well as innovation connected to it to create new wedding packages for Rayavadee resort based on customers' expectations and willingness to pay. Acknowledging such eco-friendly option as a global wedding trend will enable wedding venues in Thailand to develop innovative products and/or packages that would sustain local environment. Moreover, the purpose of the present study is to give prospective and focus on innovations that have not yet become the norm for wedding venue and attempt to understand customers' perceptions and opinions toward 'Green Wedding'.

### **Scope of the study**

1. A literature review process has been applied to identify the main component of the ‘Green Wedding’.
2. This research focus on customers from the 5 nationalities that have most frequently had a wedding at Rayavadee resort in last past 5 years and their opinion toward ‘Green Wedding’. An exploratory mixed method has been implemented to reach that goal.

### **Research Question**

How to design a green wedding package to diversify the value proposition for a Thai luxurious hotel based on current most frequent nationality customers perceptions and expectations using an exploratory mixed methodology?

### **Significance of the Study**

**Academic Outcomes** — This study will use customers’ perception and opinion to strategize and plan the future development of hotel wedding packages. This also includes how to create a norm of green wedding in Thailand as a part of social event to support strategic and long-term planning for Rayavadee Resort.

**Practitioner Outcomes** — The insights gained from the research can assist the strategic planning of Thai luxury destination hotels. This can also be applied to marketing strategy if they are compatible with the current marketing trend in the hospitality industry.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Current Wedding Trend**

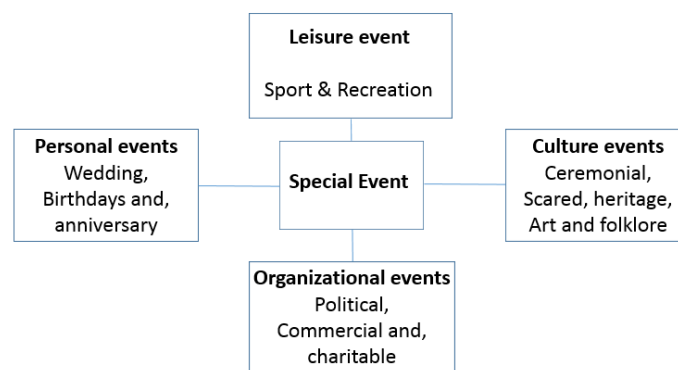
2.1.1 The millennial generation has become a trend setter. Myung and Smith (2018) mentionend that Millenials who were born between 1981-1996 (age 23-38 in 2019) have a large amout of total population or about one third of the total in US. They have become of marital age and starting to get married and they also have become the driving force in the wedding industy and this genetation is the the most important group of customers in the wedding market around the world. Millennials are more likely to engage in processes that stimulate their internal motivating desires (Hume, 2010). When making a purchasing decision, the Millennials express the importance of a fit between a purchased product's personality and their own personality or image, such as personal branding and self-promoting (Noble, et al., 2009).

The wedding industry reports show that Millennial generation also gives importance to wedding experience including distictive and personalized touches, and They tend to spend more money on the reception elements (Olson, 2010)

2.1.2 Outdoor space wedding appears to be a great niche market that can capture Millenial customers' wedding ceremony and banquet activities. Moreover, beautiful landscapes, parks, beaches, or historic architectures including castles and churches are the most popular place (Myung and Smith, 2018).

2.1.3 Wedding tourism is considered to be one of the current wedding trends. It can be defined as a destination wedding that is held in a location which is not a country of residence for the bridal couple (Deng, 2012). Wedding tourism is taken by tourists to either get married or celebrate their wedding. However, honeymoon is also a part of wedding tourism. While in reality, destination weddings and honeymoons are the main components of wedding tourism (Del Chiappa & Fortezza, 2015). This would play a big role on hotel businesses that include a honeymoon package to their destination wedding package.

Destination weddings are a fast-growing segment of the travel market and wedding industry. It has become an income generator for destinations around the world (Gnoth & Anwar, 2000). When countries or cities host special events like a destination wedding, these attract a large number of tourists from different parts around the world to come and spend money on ceremony, food, accommodation, transportation and leisure activities before and after the wedding. In the USA, the total number of destination weddings increased more than 24% between 2009 and 2012 for couples opting for a destination wedding (XO Group Inc., 2012).



Source: Shone, A. & Parry, B. (2004) Successful Event Management. London: Thomson. P.246.

Figure 2.1: Success Factors of Special Event

## 2.2 Eco/ Sustainable- Global Trend

Many daily activities of human have led to the production of Greenhouse gases, which are hard to be released through the atmosphere and caused changes to the world climate and effected the environment greatly (Stocker et al., 2013). “Carbon footprint” is widely used as a form of pollutant measurement to assess the emission of Greenhouse gases and such measurement form can be adopted to almost any industry (Stocker et al., 2013). Of all activities caused Greenhouse gases in the U.S., food consumption tends to be accounted for more than 15% of U.S. per capita of Greenhouse gas emission (Kim & Neff, 2009). Scheider et al. (2012) claim that food service industry, including wedding food service, is critical factor of Greenhouse gas emissions. Each year, for example, American weddings creates about the same amount of greenhouse gases as the amount from having 8 million cars on the road (Zerbe, 2010).

Roth (2013) mentions that awareness of global interest related to the impact of social events on environment has been increased. New guidelines and regulations have been implemented on certain issues to ensure sustainability of the events while uncompromising the event decoration.

## 2.3 Definition of green wedding

Due to lacking research on the “Green Wedding”, no one has clarified its definition yet. Harrison (2008) mentioned that a “Green Wedding” is a type of wedding that emphasizes its effect to the environment by attempting to enhance eco-system and preserve natural resources (cited in Kwon, 2017). Not only does a “Green Wedding” enhance nature, but it also reduces any unnecessary costs (Breg, 2013). Green services and eco-friendly material including an eco-friendly venue, wedding items (i.e. invitation,

décor items, wedding dress), and food and beverages are critical components for “Green Wedding” (Roth, 2013). “Green Wedding” thus is an eco-trend that needs further research because there are many contradicting ideas in terms of its concept, components, and costs.

#### 2.4 Thailand as a Destination of Green Wedding

At present, wedding tourism has been an emerging trend in the tourism industry. Since many people today will likely seek special places for holding their weddings, specifically places that are different from their home country, the destination offered alternative location for the wedding would potentially be at the advantage (Vidauskaite, 2015). According to Acorn Consulting Partnership Ltd (2008), wedding tourism was defined as a travel that aims to getting married or holding a wedding party internationally (cited in Moy et al., 2017). Being more like a commodity, wedding tourism gives host destinations a chance to promote themselves as a special place for such a memorable life event (Boden, 2001 cited in Moy et al., 2017). Based on the information from the market research database, Mintel (2010), 1 in 5 of people from United Kingdom (UK) who are getting married having their weddings abroad which was a 27% increase among those who traveled abroad for weddings between 2005 and 2010. Similarly, Japan also has seen the growth of wedding tourism among its consumers with an average of 40,000 couples traveling for destination weddings each year (Ma, 2011).

Thailand has also become one of the top destinations in Southeast Asia for tourism that would typically gain around USD 1 billion a year solely from honeymooners (Tourism Authority of Thailand [TAT], 2013). In 2016, Thailand welcomed 1.1 million visitors who travelled for weddings and honeymoons on their holiday, generating around

THB 60 billion in tourism revenue. Over 104,000 visitors came to Thailand for the purpose of weddings that year, generating approximately THB 5 billion in tourism revenue (Sritama, 2018). In 2018, Thailand received about 880,000 international visitors, coming for the purpose of attending weddings and honeymoons, generating around THB 48 billion in tourism revenue. Of this group of visitors, 49,760 of them were a group of wedding couples, contributing around THB 27 billion in tourism revenue (Mgrounline, 2019).

The top five international visitors to Thailand include those from South Korea, India, Japan, USA, and UK. Asian visitors are ranked the highest numbers travelling to Thailand, followed by European and Middle Eastern. Looking into the wedding and honeymoon group, visitors from China, South Korea, India, Russian, and USA are ranked top international visitors for this group in 2018. Thailand Tourism Authority (TAT) aims for 5% growth in tourism revenue from this romantic holiday and bring Thailand up to be 1 of 5 top destination for the wedding and honeymoon (Mgrounline, 2019). Phuket, Koh Samui, Krabi, Chiang Mai, and Pattaya are top 5 destinations that TAT has planned to promote among international visitors coming for wedding and honeymoon in Thailand (Mgrounline, 2019).

## 2.5 Green Wedding Practices

Many event venues and event companies have already applied green practices for weddings. The first area of green and sustainability in events that should be covered is the location and venue. An outdoor location should be considered to maximize natural resources and reduce energy consumption. However, if it must be inside due to the

season, the venue that is certified as a Leadership in Energy and Environmental Design (LEED) could be an appropriated choice (Wedding and Crawford-Brown, 2007).

Another component of weddings which should be focused on for green practices should be food. Organic, seasonal, locally grown, and cruelty-free food is always an option that can be beneficial to put on a menu. Natural and non-processed foods are something that should be considered to improve the menu (Flood, et. al., 2014).

The next area that should be covered in the green checklist is sustainable transportation. Choosing a location close to majority of guests is an example of how to reduce transportation costs and pollution. Hosts can also promote alternative travel by utilizing trolleys, public transportation, shuttles, or carpooling. Vehicles that run on alternative type of fuel (i.e., biodiesel) are also beneficial to reducing environmental pollution (Roth, 2013).

As for flowers, living plants can be an option in the area to reduce waste that may be caused by leftover cut-flowers. Guests can also take-home flowers after the event instead of leaving them as waste (Roth, 2013).

Linen napkins and tablecloths should be used instead of single-used napkins and/or tablecloths to reduce waste. Ceramic plates and glasses should be used instead of paper plates and plastic cups to reduce waste because they are reusable (Roth, 2013). All of these components are crucial in planning a sustainable wedding by reducing waste and energy consumption.

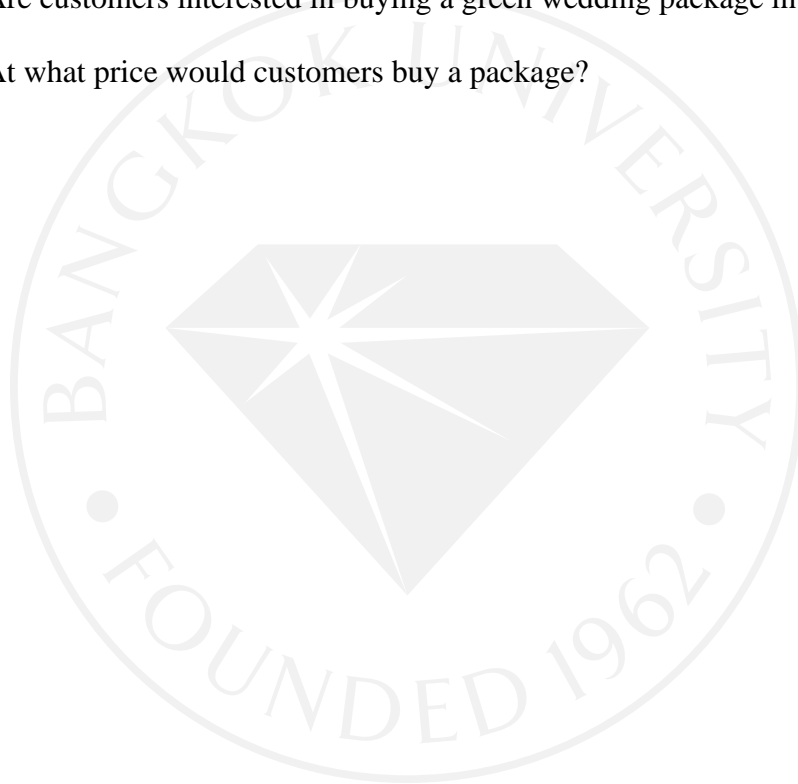
Since the event is usually hosted once in their lifetime, many couples do not perceive a “Green Wedding” as a necessary option. However, numerous weddings produce tons of waste and carbon emissions that can quickly add up and greatly impact



the environment. Therefore, “Green Wedding” would be considered as the way to make the world a better place (Flood et al., 2014).

## 2.6 Goals of the exploratory mixed methods

- 1) How customers perceive to the green wedding?
- 2) What elements or objects that customers connect to the green wedding?
- 3) Are customers interested in buying a green wedding package in hotel?
- 4) At what price would customers buy a package?



## **CHAPTER 3**

### **METHODOLOGY**

In this study, understanding how individual's perception toward green weddings for a resort destination-based market in Thailand. In this chapter, the two steps of the mixed-method methodology are described.

#### **3.1 Data Collection**

##### **3.1.1 Qualitative analysis**

Five countries were chosen based on the popularity of nationality that have held the wedding at the resort in the last past 5 years. Nine in-depth interviews were conducted among Rayavadee resort guests who visited the property from July 12 - 20, 2019 among these 5 nationalities (2 USA, 2 UK, 2 China, 1 Japan, and 2 Australia). Each person was interviewed for about 40 - 60 minutes and their interviews were recorded and transcribed verbatim.

Coding is based on relevant keywords identification and categorization into 7 categories encompassing each several components related to 'Green Wedding' according to their observed frequency in the verbatims (Figure 3.1).



Figure 3.1: Categories and components of ‘Green Wedding’ identified in the qualitative analysis of 9 verbatims

### 3.1.2 Quantitative analysis

Categories and components identified in the qualitative analysis are exploited to construct the survey questionnaire for the quantitative part of this study. Questions were created according to the categories and components identified (figure 3.1) and the literature on ‘Green Wedding’. The questionnaire contained three parts: Socio-demographics, Knowledge and Attitude, and Willingness to pay for a ‘Green Wedding’. The items of general information and demographics were derived from the in-depth interview. The respondents were later asked to rate their degree of understanding, interest, and importance for a ‘Green Wedding’ on a 5-point Likert Scale from 1 = Not at all to 5 = Very well, (Gable & Wolf, 1993 cited by Saldana, 2013, p.114). 5 points Likert scale has been chosen as it is easier for scholars to list out the complete scale descriptors (Dawes, 2008). Such rating scale would help explain the respondents’ perception toward the categories, components and pricing for a ‘Green wedding’.

This survey targets the visitors of the most frequent nationalities at Rayavadee resort who are in frequency order from Australia, UK, USA, China and Japan. To ensure

the statistical significance of the results, a minimum of 33 questionnaires (30 + 10% margin error) have been included per country. The survey link was created through [www.monkeysurvey.com](http://www.monkeysurvey.com) and was sent to both previous and existing resort guests as categorized by top five nationality of resort visitors shown in Table 3.1.

Table 3.1: Numbers of Previous VS. Existing Hotel Guests by Nationality

Nationality	No. of Previous Guests	No. of Existing Guests	Total
China	32	21	<b>53</b>
Australia	17	18	<b>35</b>
UK	21	13	<b>34</b>
USA	25	8	<b>33</b>
Japan	27	9	<b>36</b>
<b>Total</b>			<b>191</b>

All questionnaires have been completed online. Questionnaires have been collected between September and October 2019. A total of 208 questionnaires were collected in almost 2 months. However, surveys containing missing values that were not associated with the result or criterion variables were excluded from the analysis (Griliches, 1986). After sorting out the missing data, 191 usable surveys remained for the quantitative data analysis.

### 3.2 Statistical Data Analysis

Descriptive statistics have been used to analyze the data throughout this study. Statistics play a major role in all aspects of metrology, from evaluation to validation. Microsoft Excel was used as a tool for analyzing the data collected from the online survey. The analyzed data is presented in forms of charts and tables. Percentages and

means were calculated for interpreting all results. The information derived from open-ended questions was used to support the overall outcome of the study.

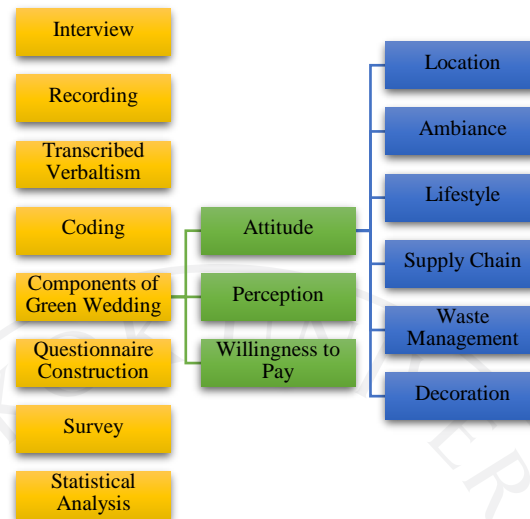


Figure 3.2: Summary Steps of Data Collection

## CHAPTER 4

### FINDINGS OF THE STUDY

#### 4.1 Socio-Demographic of the Respondents

The descriptive overview profiles for all respondents are summarized in Table 4.1. As shown, the respondents were 191 in total and most respondents were female (54.97%) with minority male (45.03%). Respondents were born between 1931–2002 and were randomly selected from 5 countries: 53 (27.75%) from China, 35 (18.32%) from Australia, 34 (17.80%) from UK, 33 (17.28%) from USA, and 36 (18.85%) from Japan.

Table 4.1: Descriptive Summary of the Respondents

Demographic Variable		No. of respondents	Percentage
Gender	Male	86	45.03
	Female	105	54.97
		191	
Year of Birth	1931-1964 Baby Boomers	10	5.24
	1965-1980 Gen-X	24	12.57
	1981-1996 Millennials	142	74.35
	1997-2002 Gen-Z	15	7.85
		191	
Marital Status	Single	114	59.69
	Married	77	40.31
		191	
Countries of Origin	China	53	27.75
	Australia	35	18.32
	UK	34	17.80
	USA	33	17.28
	Japan	36	18.85
		191	

Table 4.1(Continued): Descriptive Summary of the Respondents

Demographic Variable		No. of respondents	Percentage
Occupation	Managerial	26	13.61
	Sales	16	8.38
	Retired, unemployed	4	2.09
	Office worker	63	32.98
	Agriculture	1	0.52
	Labor	4	2.09
	Military	2	1.05
	Teacher/Professor	17	8.90
	Student	14	7.33
	Other	44	23.04
		191	
Level of Education	Middle School	3	1.57%
	High School diploma or equivalent vocational training	25	13.09%
	Bachelor's degree or equivalent vocational education	97	50.79%
	Master's degree or higher	66	34.55%
		191	

#### 4.1.1 The proportion of male and female respondents by country

According to figure 4.1, the greatest number of female respondents were from China (19.90%), followed by Japan (13.09%) and USA (8.90%), while the greatest number of male respondents were from UK (12.04%) followed by Australia (10.99%). This could mean that Asian women tend to be more interested in the “Green Wedding” topic than Western women, while Western men paid more attention to such topic than Asian men.

Moreover, the number of respondents from USA, in terms of gender were almost balanced, implying that both American males and females paid equally interest toward the “Green Wedding” topic.

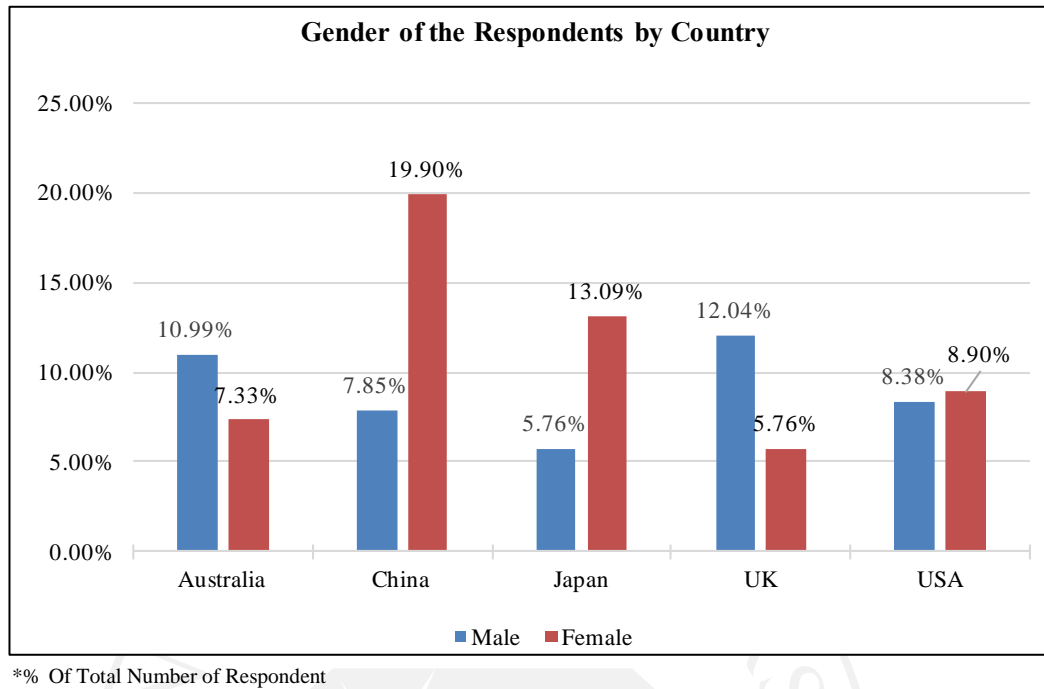


Figure 4.1: Gender of the Respondents by Country

#### 4.1.2 The proportion of different respondents' group of birth years (Generation) by country

Analyzing the data by country, the highest number of respondents from 5 countries were part of the Millennial generation, 74.35% of total respondents comparing to Baby Boomers, Gen-X, and Gen-Z.

It shows that the main target customer for the hotel wedding event are Millennials. As Myung (2018) mentioned, Millennials in first cohort, are getting in their early thirties but the largest Millennial cohort is only 23 which reaching marital age and starting to get married. They have become the driving force in the wedding industry and this generation will continue to be an important group of customers in the wedding market for the foreseeable future. As a result, the majority of this research respondents are also Millennials.



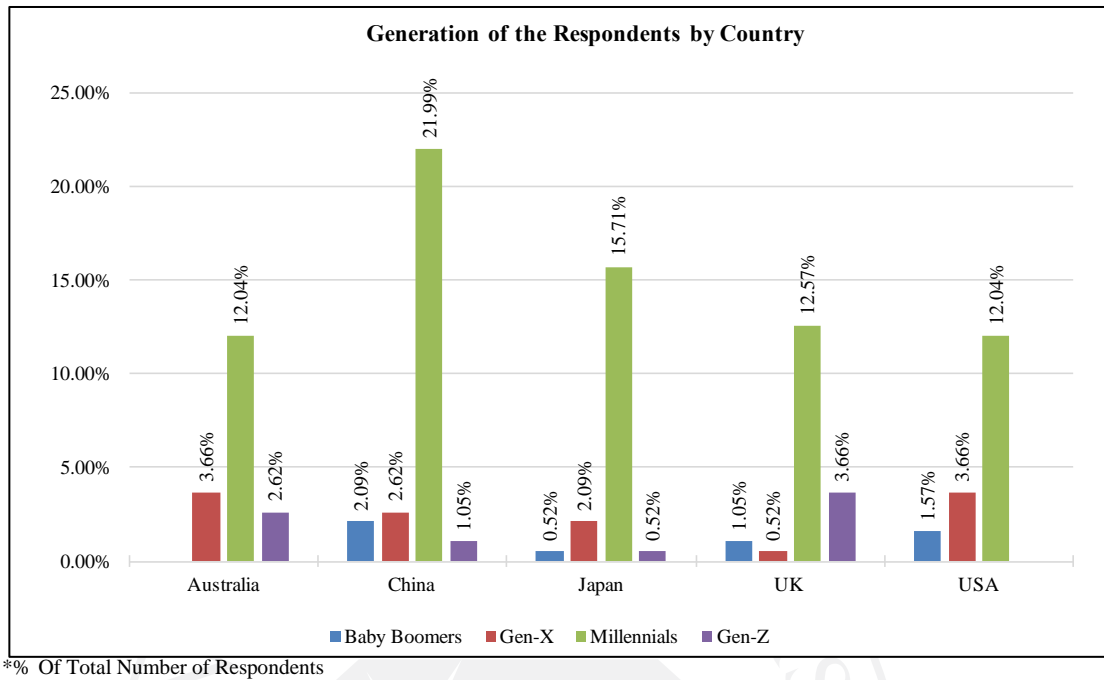
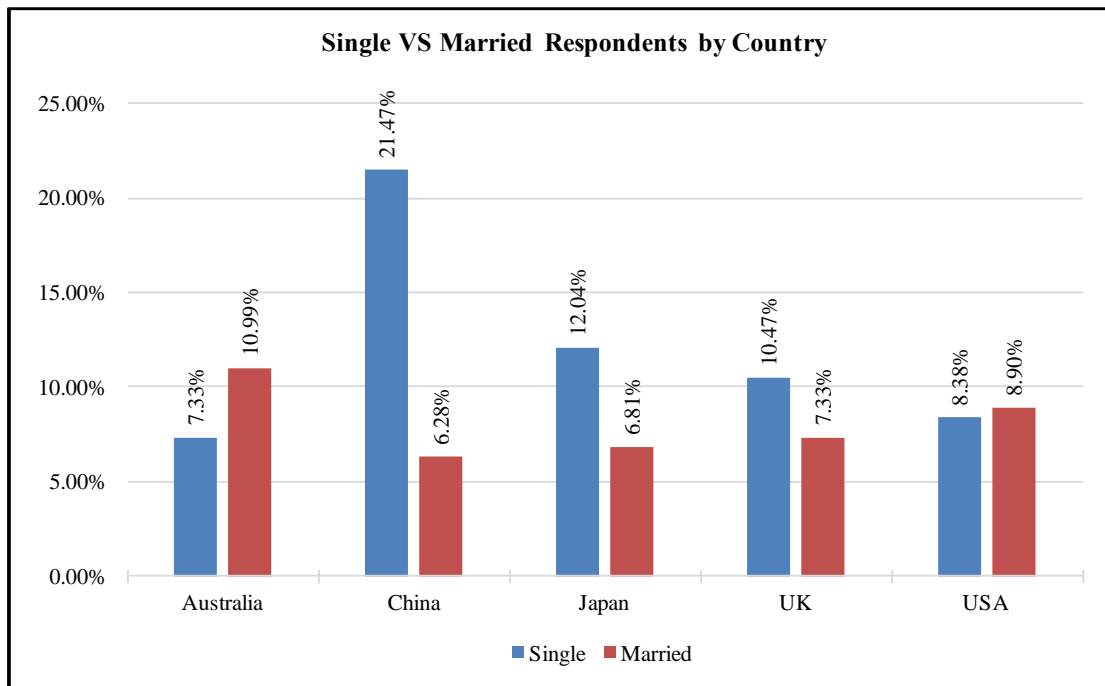


Figure 4.2: Generation of the Respondents by Country

#### 4.1.3 The proportion of single and married respondents by country

Analyzing the data by country, the most differences in marital ratio is China followed by Japan. The gap between single and married status shows that China has a bigger gap than the other 4 countries. However, Australia and USA have a higher number of married responses comparing to the other 3 countries.

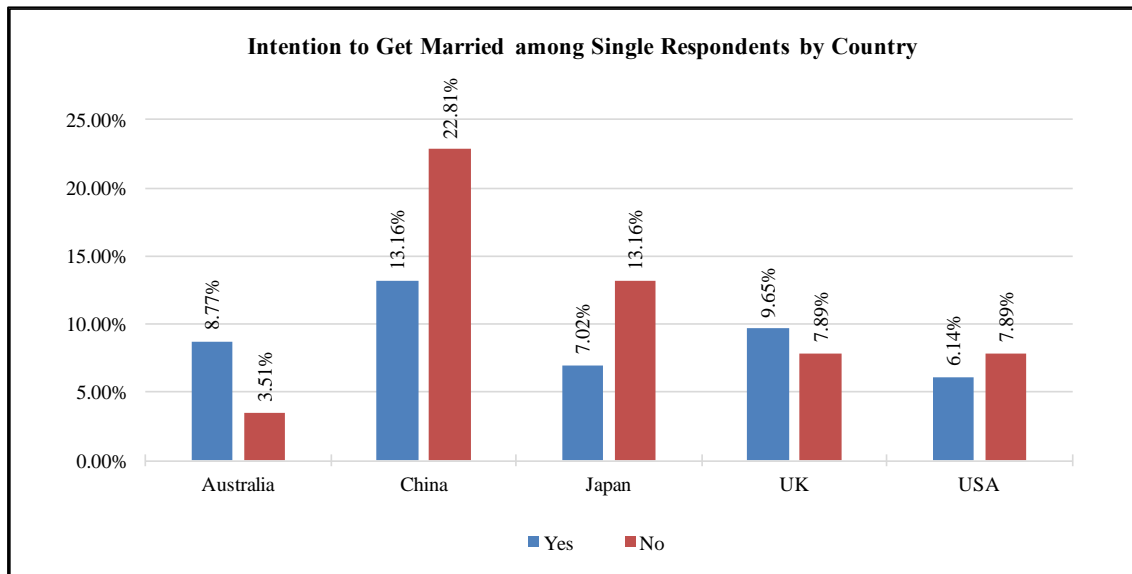


\*% Of Total Number of Respondents

Figure 4.3: Single VS Married Respondents by Country

#### 4.1.4 The proportion of respondents' intention to get married by country

Data for single respondents result in figure 4.4. This shows that most single respondents from Australia and UK seem to have interest of getting married in the near future, while those from China, Japan, and USA do not think they will get married soon.

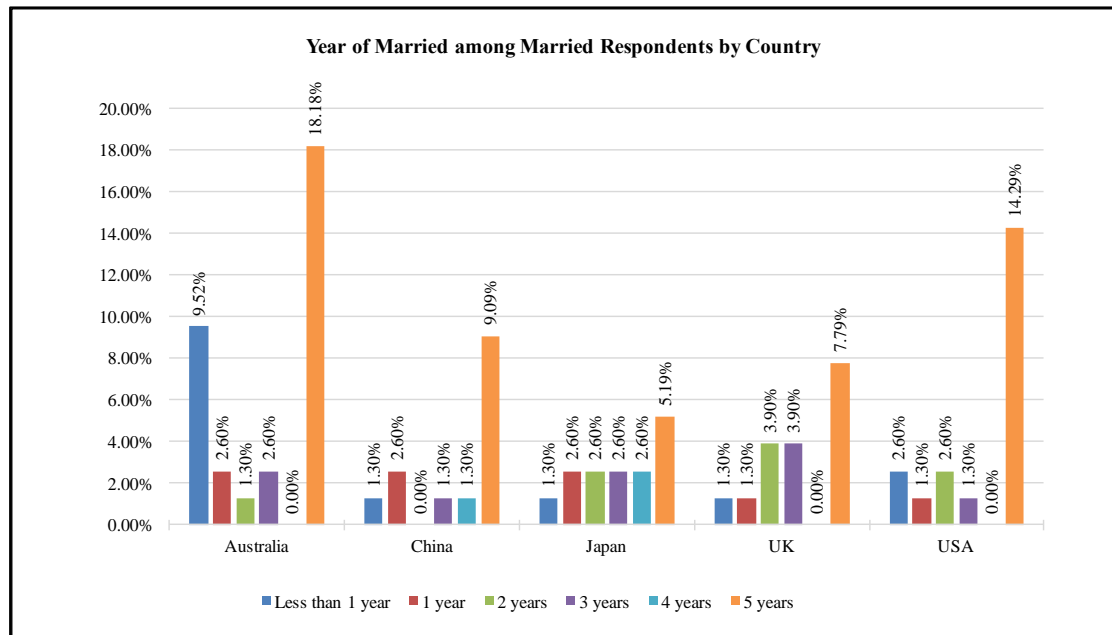


\*% Of Total Number of the respondents who are Single

Figure 4.4: Intention to Get Married among Single Respondents by Country

#### 4.1.5 The proportion of respondents' years of married by country

According to Figure 4.5, of all the married respondents, those who have been married for 5 years are likely to be the majority of respondents for every country, ranking from 18.18% from Australia, 14.29% from USA, 9.09% from China, 7.79% from UK and 5.19% from Japan. Surprisingly, the majority of younger married respondents who have been married less than 1 year also come from Australia for 9.52% of all married respondents.



\*% Of Total Number of the respondents who are Married

Figure 4.5: Year of Married among Married Respondents by Country

#### 4.1.6 The proportion of respondents' preferable type of wedding by country

According to Figure 4.6, among 5 countries, most respondents from China appear to select "Local" (11.5%), followed by "Sustainable & Green" (9.9%) as the preferable type of wedding. Most people from USA are likely to pick "Sustainable & Green" (7.33%) as their preferable type of wedding as well. Therefore, this implies that both Asians and Westerners pay attention to the sustainability trend nowadays.

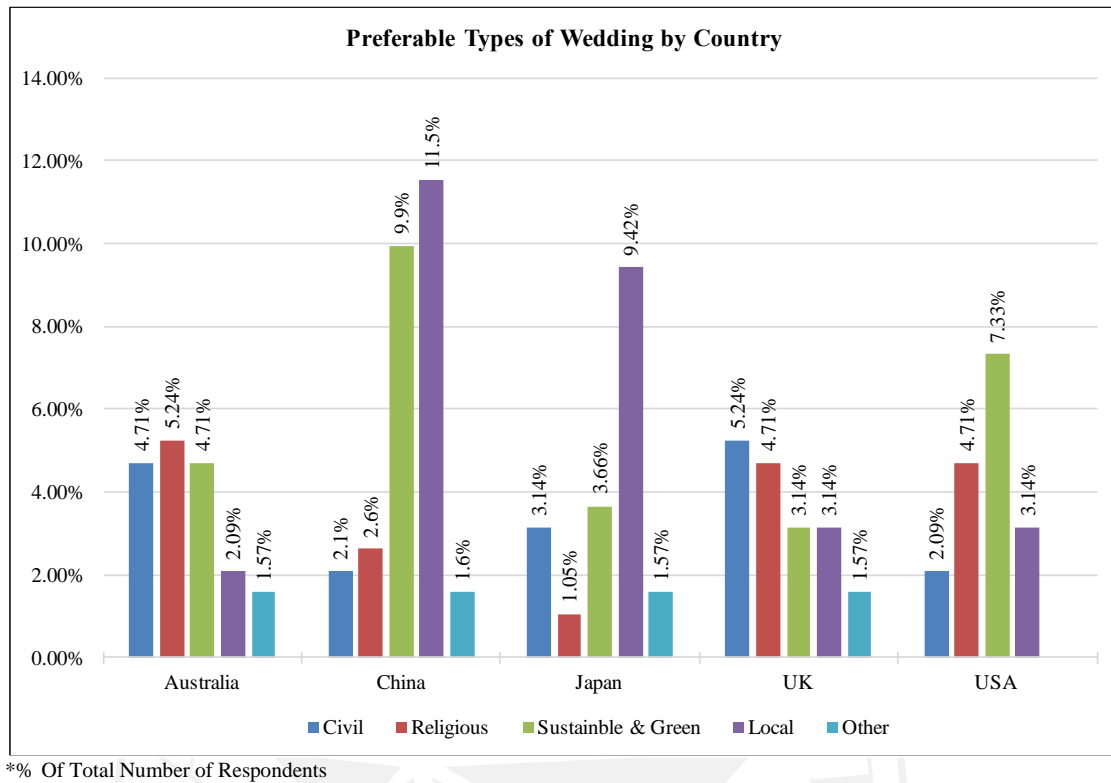


Figure 4.6: Preferable Types of Wedding by Country

#### 4.1.7 The proportion of respondents' occupation by country

From Figure 4.7, most respondents are office workers with the high proportion from China (12.04%) and Japan (10.47%). The respondents who specified their occupation as others are those working in the professional field (e.g., doctors, scientists, and sport players) and some identified themselves as housewives. These respondents were mainly from Australia (5.24%) and USA (5.24%). The respondents who work in managerial positions also appear to be high proportion among those from Australia (5.24%), while those working as teachers or professors are likely to come from China (5.24%). With such result, it shows that most respondents from every country are the right target for “Green Wedding” since they have a higher level of career.

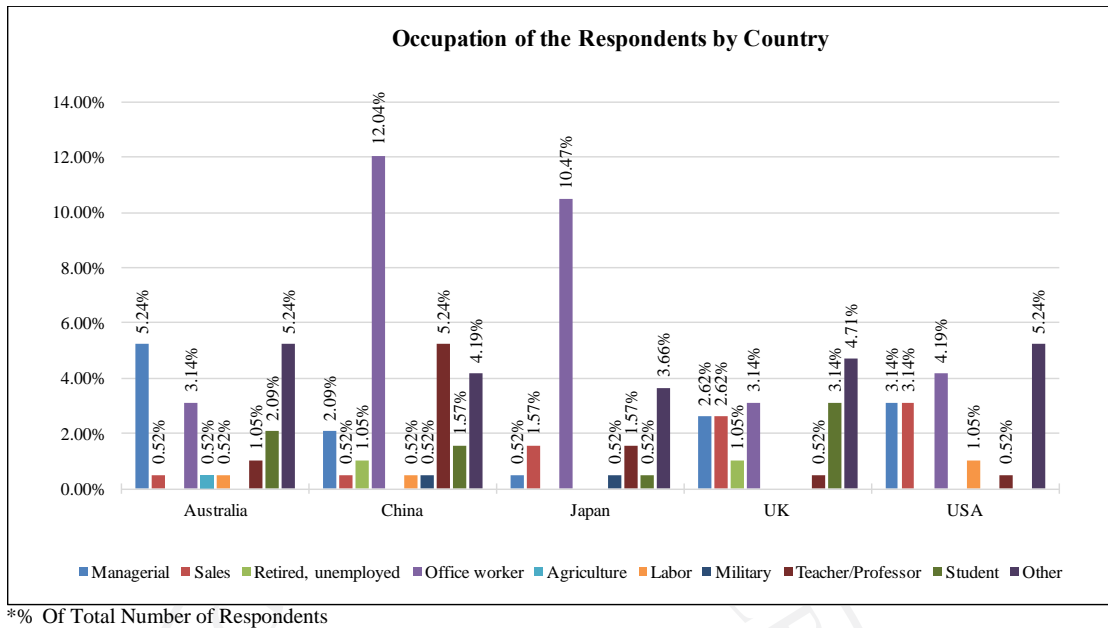


Figure 4.7: Occupation of the Respondents by Country

#### 4.1.8 The proportion of respondents' educational level by country

Based on the information from Figure 4.8, all respondents have an education.

People from China happen to mostly hold Master's degree or higher (15.18%), followed by Bachelor's degree or equivalent vocational education (12.57%). Most respondents from the remaining countries also graduated with Bachelor's degree or equivalent vocational education, 11.52% from Japan, 9.42 from USA, 9.42 from UK, and 7.85% from Australia. As a result, the respondents of this study seem to be the potential customers for "Green Wedding."

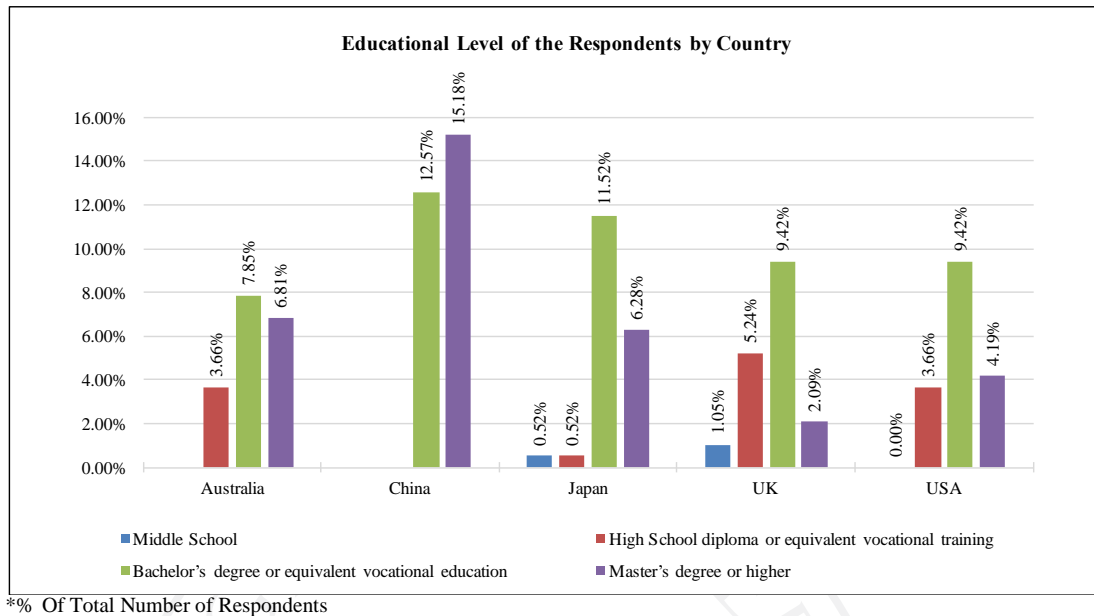


Figure 4.8: Educational Level of the Respondents by Country

## 4.2 The respondents' knowledge and attitude toward "Green Wedding"

### 4.2.1 The average of knowledge about "Green Wedding" among the respondents

According to Figure 4.9, before acknowledging the definition of "Green Wedding", the respondents from every country tend to somewhat understand such topic on average (Mean = 1.89 – 2.89). After acknowledging the definition of "Green Wedding", however, most respondents on average seem to increase their understanding to fairly and very well for all countries (Mean = 3.44 – 3.89). People from Australia (Mean = 2.89, 3.89) and USA (Mean = 3.82) are likely to show the higher acknowledgement on "Green Wedding" concept, while people from Japan appear to have the least knowledge or understanding on such topic (Mean = 1.89, 3.44).

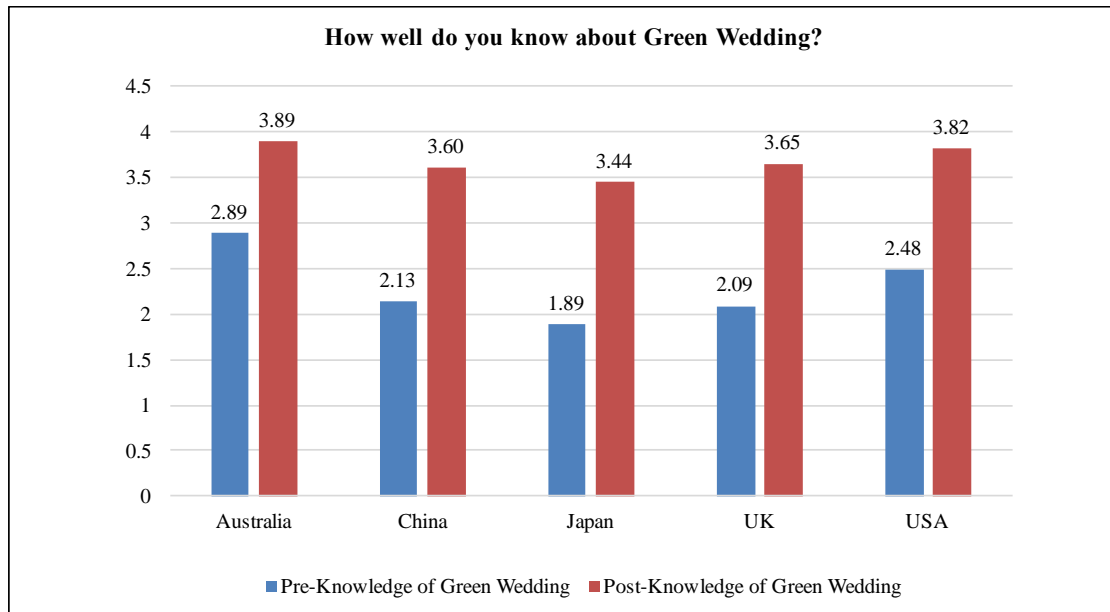


Figure 4.9: How well do you know about Green Wedding?

#### 4.2.2 The average of level of interest on “Green Wedding”

On average, the respondents from all countries tend to be interested in “Green Wedding” from moderately (Mean = 3.19) to quite interested (Mean = 4.00) as shown in Figure 4.10. Those from Australia appear to show the most interest toward a “Green Wedding” (Mean = 4.00, 8.38% of Extremely Interested), followed by USA (Mean = 3.55, 5.76% of Quite Interested) and China (Mean = 3.49, 12.04% of Quite Interested) according to Figure 4.10 and Table 4.2.

The result in this question also align with the previous question about the respondents’ knowledge about a “Green Wedding” which implies that the more the respondents understand about “Green Wedding” concept, the more they are willing to consider things related to such concept as an option.



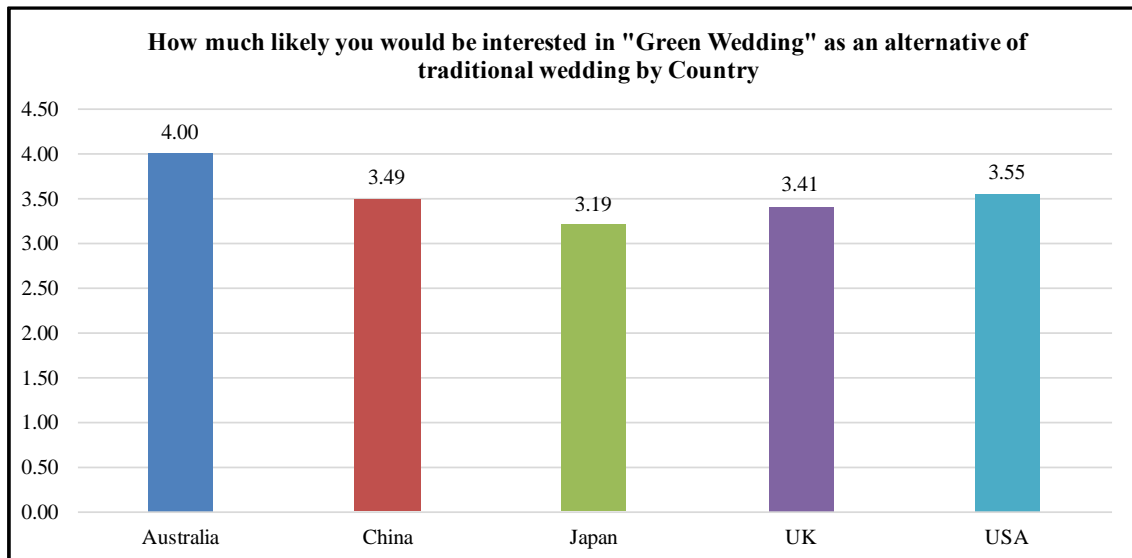


Figure 4.10: How much likely you would be interested in “Green Wedding as an alternative of traditional wedding by country

Table 4.2: The Respondents’ Level of Interest in “Green Wedding” by Country

	Australia		China		Japan		UK		USA	
Not at all Interested	0	0.00%	4	2.09%	5	2.62%	3	1.57%	3	1.57%
Slightly Interested	4	2.09%	5	2.62%	2	1.05%	5	2.62%	3	1.57%
Moderately Interested	8	4.19%	13	6.81%	14	7.33%	9	4.71%	8	4.19%
Quite Interested	7	3.66%	23	12.04%	11	5.76%	9	4.71%	11	5.76%
Extremely Interested	16	8.38%	8	4.19%	4	2.09%	8	4.19%	8	4.19%

\*% Of Total Number of Respondents

#### 4.2.3 The average of the important of location for “Green Wedding”

Location is one of the key factors to consider for destination wedding. “Green Wedding” as a type of destination wedding should also incorporate the importance of location as well. Figure 4.11 presents the average of importance level of each concerned location categorized by country of the research respondents. Having a “Green Wedding”

“On the Beach” tend to be most preferable location among the respondents from USA (Mean = 3.18), UK (Mean = 3.12) and Japan (Mean = 3.00).

Most respondents from Australia and China, on the other hand, gave more important to “On the Mountain” (Mean = 3.59) and “At Home” (Mean = 3.35) location. Having a “Green Wedding” “At City Hotel” appears to be the least important to the respondents from every country on average (Mean = 2.19 – 2.39), while “At Destination Resort” tends to be the second least important among them (Mean = 2.50 – 2.79).

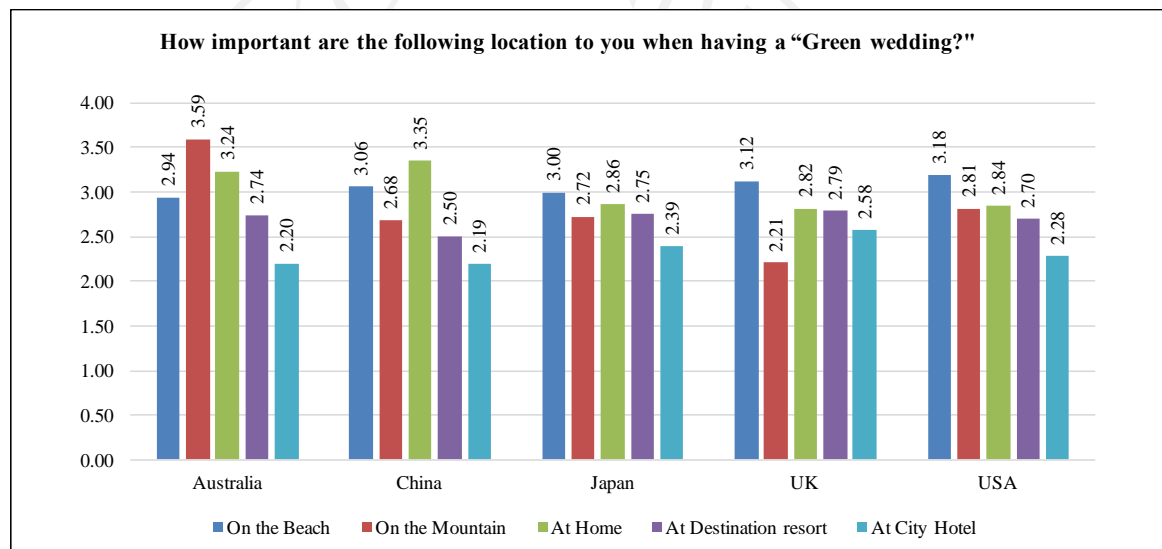


Figure 4.11: How Important are the following location to you when having a “Green Wedding?”

Table 4.3: The Importance of Having "Green Wedding" “On the Beach”

Country of Origin	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	4.71%	0.52%	5.76%	5.76%	1.57%
China	4.71%	4.19%	7.33%	6.81%	4.19%
Japan	4.71%	1.05%	5.24%	5.24%	2.62%
UK	4.19%	1.57%	3.66%	3.66%	4.19%
USA	3.14%	1.57%	4.19%	5.76%	2.62%

\*% Of Total Number of Respondents

According to Table 4.3, Most respondents from USA rated the highest importance of “On the beach” location to “Fairly Important” (5.76%), while those from UK rated the highest of such location as “Very Important” (4.19%).

Table 4.4: The Importance of Having "Green Wedding" “On the Mountain”

Country of Origin	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	1.57%	1.05%	6.28%	3.14%	5.76%
China	6.28%	5.76%	9.42%	3.14%	3.14%
Japan	5.76%	2.62%	4.19%	3.66%	2.62%
UK	7.33%	3.66%	4.19%	1.05%	1.57%
USA	4.71%	2.09%	3.14%	5.24%	1.57%

\*% Of Total Number of Respondents

From Table 4.4, Australians rated the highest on “Moderately Important (6.28%), followed by “Very Important” (5.76%) for having “Green Wedding” “On the Mountain.” Likewise, Americans and Chinese also rated high on “Fairly Important” (5.24%) and “Moderately Important” (9.42%) for such location respectively.

Table 4.5: The Importance of Having "Green Wedding" “At Home”

Country of Origin	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	2.09%	2.62%	5.76%	3.66%	3.66%
China	3.66%	2.62%	8.38%	5.76%	6.81%
Japan	5.24%	1.05%	5.76%	4.71%	2.09%
UK	3.66%	2.62%	5.24%	4.71%	1.05%
USA	4.19%	2.09%	4.71%	3.66%	2.09%

\*% Of Total Number of Respondents

Based on Table 4.5, Chinese showed some interested on “At Home” location for “Green Wedding” by rating the highest scale on “Moderately Important” (8.38%), followed by “Very Important” (6.81%). This could be aligned with Chinese tradition that Chinese people are likely to have their morning ceremony at the bride or the groom’s home.

Table 4.6: The Importance of Having "Green Wedding" "At Destination Resort"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	6.81%	1.57%	2.62%	4.19%	3.14%
China	7.33%	5.24%	8.90%	5.24%	0.52%
Japan	4.19%	2.09%	7.85%	3.66%	1.05%
UK	4.71%	4.19%	1.57%	3.66%	3.14%
USA	5.76%	1.57%	4.19%	3.66%	2.09%

\*% Of Total Number of Respondents

Surprisingly, “Green Wedding” “At Destination Resort,” on average, does not significantly represent the highest importance among the respondents. However, when looking into the proportion by country, it seems that most Chinese respondents rate the importance level somewhat high on “Moderately Important” (8.90%) and “Fairly Important” (5.24%). Most Japanese also rated high on “Moderately Important” (7.85%) for “At Destination Resort” location. This implies that Asian people give more importance to the destination offering accommodation when having “Green Wedding” than Western people.

Table 4.7: The Importance of Having "Green Wedding" "At City Hotel"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	10.47%	0.52%	2.09%	3.66%	1.57%
China	8.90%	7.85%	7.33%	2.62%	0.52%
Japan	6.81%	2.62%	6.28%	1.57%	1.57%
UK	4.19%	3.66%	6.28%	1.57%	1.57%
USA	7.85%	1.57%	3.66%	2.09%	1.57%

\*% Of Total Number of Respondents

“At City Hotel” location tends to be the least important component when having “Green Wedding” as shown in Figure 4.11. From table 4.7, the respondents from almost all countries rated the highest on “Not at all Important” scale for “At City Hotel” location, 10.47% from Australia, 8.90% from China, and 7.85% from USA. Therefore,

having a “Green Wedding” “At City Hotel” would be the least common choice for most respondents which helps support our hypothesis about location.

#### 4.2.4 The average of the importance of ambience for “Green Wedding”

Based on the keywords captured from interviews, different types of ambience appear to be one of the important components for a “Green Wedding.” From Figure 4.12, “Nature Scene” tends to be the most important among the respondents for more than one country on average (Mean = 4.17 for Australia, 3.89 for Japan, and 3.85 for UK). The second most important ambience for a “Green Wedding” is “Feeling Intimacy” with the average of 4.00 among the Australians, followed by 3.84 among the Americans, and 3.82 among the British. “Outdoor,” in contrast, appears to be the least important ambience for “Green Wedding” among all respondents (Mean = 3.19 – 3.77).

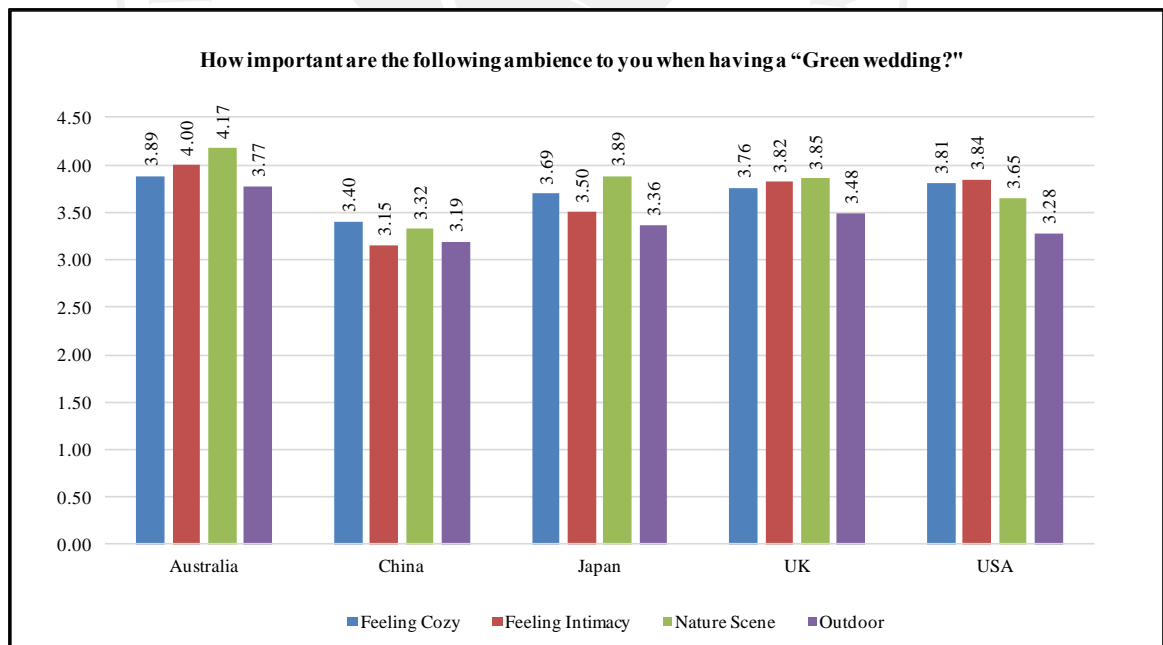


Figure 4.12: How Important are the following ambience to you when having “Green Wedding?”

Table 4.8: The Importance of "Feeling Cozy" as the ambiance for "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	0.52%	1.05%	2.09%	10.99%	3.66%
China	3.66%	3.66%	5.76%	6.28%	7.85%
Japan	1.57%	1.05%	5.24%	4.71%	6.28%
UK	1.57%	2.09%	3.14%	2.62%	7.85%
USA	0.52%	2.09%	2.62%	5.76%	5.24%

\*% Of Total Number of Respondents

According to Table 4.8, the majority of respondents from China and UK rated “Feeling Cozy” as “Very Important” (7.85%) ambiance for “Green Wedding.” Similarly, most respondents from Australia rated “Feeling Cozy” as “Fairly Important” (10.99%) ambiance for “Green Wedding.” As a result, “Feeling Cozy” tends to be one of the significant ambiances for Chinese, British and Australian when holding “Green Wedding”.

Table 4.9: The Importance of "Feeling Intimacy" as the ambiance for "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	0.52%	0.00%	4.19%	7.85%	5.76%
China	3.14%	5.24%	7.85%	6.28%	4.71%
Japan	1.57%	0.00%	8.38%	5.24%	3.66%
UK	1.05%	1.05%	4.19%	4.71%	6.28%
USA	0.52%	1.05%	5.24%	3.66%	6.28%

\*% Of Total Number of Respondents

In figure 4.12, “Feeling Intimacy” appears to be the second most important ambiance for a “Green Wedding” among the respondents from Australia, USA, and UK on average. By looking at their rating proportion, Table 4.9 shows that those from USA and UK mostly rated “Feeling Intimacy” as “Very Important” (6.28%) ambiance for “Green Wedding,” while most people from Australia rated such ambiance as “Fairly Important” (7.85%) component for “Green Wedding.” This implies that “Feeling

Intimacy” are likely to be more important ambiance for “Green Wedding” among Westerners than Asians.

Table 4.10: The Importance of "Nature Scene" as the ambiance for "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	0.52%	0.52%	3.66%	4.19%	9.42%
China	2.09%	5.24%	7.33%	7.85%	5.24%
Japan	0.52%	1.05%	4.19%	6.81%	5.76%
UK	1.57%	0.52%	3.14%	6.28%	6.28%
USA	1.57%	1.05%	4.71%	3.14%	5.76%

\*% Of Total Number of Respondents

“Nature scene” represents the most important ambiance to “Green Wedding” for the respondents from Australia, Japan, and UK on average according to Figure 4.12. Likewise, of all respondents, 9.42% Australian and 5.76% American respondents rated “Nature Scene” as “Very Important” ambiance for “Green Wedding.” “Nature Scene” was also rated high as “Fairly Important” ambiance for “Green Wedding.” among 7.85% Chinese, 6.81% Japanese, and 6.28% British. Therefore, this means that “Nature Scene” is one of crucial factor when setting up “Green Wedding” for both Western and Asian customers.

Table 4.11: The Importance of "Outdoor" as the ambiance for "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	0.52%	1.05%	4.71%	7.85%	4.19%
China	2.62%	5.24%	7.33%	8.38%	3.66%
Japan	2.62%	1.05%	5.76%	5.76%	3.66%
UK	1.57%	2.62%	3.66%	4.71%	4.71%
USA	1.57%	2.62%	5.76%	3.14%	3.66%

\*% Of Total Number of Respondents

Although “Outdoor” seems to be the least important ambiance for “Green Wedding,” most people from China, Australia, and Japan still think that it is a “Fairly

Important” (8.38%, 7.85%, and 5.76% respectively) component for “Green Wedding.” Thus, “Outdoor” should still be considered when holding a “Green Wedding” for the customers from East Asian countries and Australia.

#### 4.2.5 The average of the impact of lifestyle on “Green Wedding”

“Lifestyle” is a significant component of a “Green Wedding” that was mentioned throughout the interviews. “Organic Living,” “Wabi-Sabi Style,” Sustainable Living,” and Eco-Friendly” are keywords captured from the study’s interviewees. On average, “Eco-Friendly” lifestyle presents the highest rating of importance for all respondents (Mean = 4.29 – 3.58), while “Wabi-Sabi” lifestyle tends to be the least important among all respondents (Mean = 1.03 – 2.17). This could be assumed that “Eco-Friendly” seems to be the common terms related to “Green” or “Environment” used frequently, whereas “Wabi-Sabi” tends to be less commonly used in daily life.

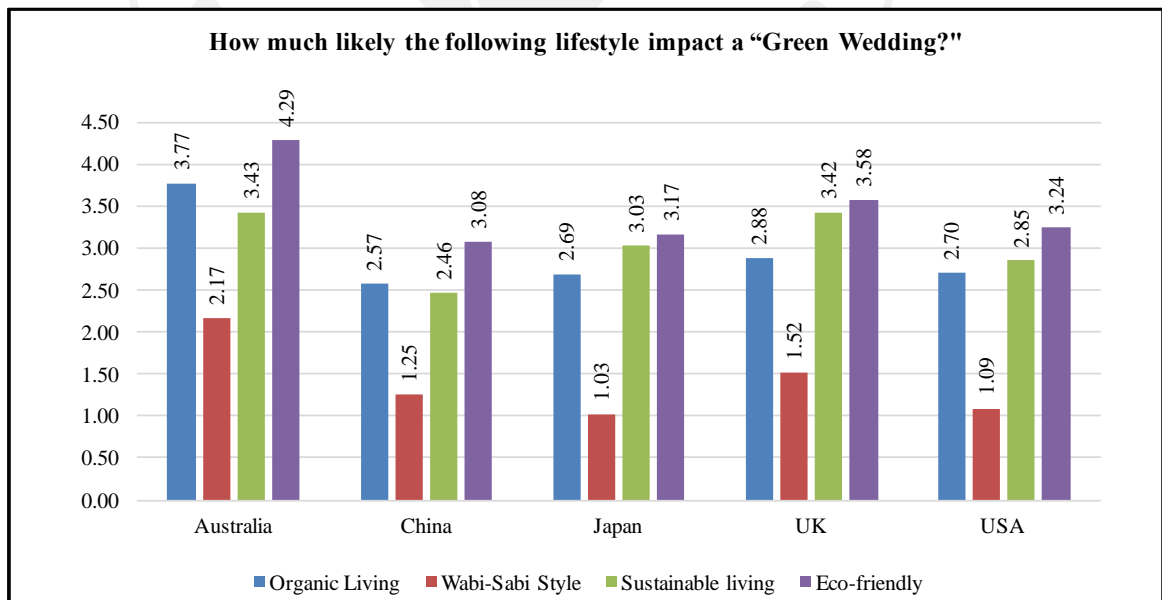


Figure 4.13: How much likely the following lifestyle impact a “Green Wedding?”



Table 4.12: The Impact of "Organic Living" on "Green Wedding"

	Not at all	Slightly	Moderately	Fairly	Extremely
Australia	0.52%	0.52%	1.57%	9.95%	5.76%
China	1.57%	1.57%	8.90%	8.90%	6.81%
Japan	1.57%	1.05%	4.71%	8.38%	3.14%
UK	2.09%	0.52%	4.19%	5.76%	5.24%
USA	0.52%	1.05%	5.76%	3.66%	6.28%

\*% Of Total Number of Respondents

“Organic Living” appears to be one of the key lifestyle components for a “Green Wedding” as captured throughout the in-depth interview stage. To confirm the finding, the outcome from Table 4.12 shows that of all the respondents, most respondents from USA rated “Organic Living” lifestyle to “Extremely” (6.28%) impact a “Green Wedding.” Additionally, 9.95% from Australia, 8.90% from China, and 8.38% from Japan rated such lifestyle as “Fairly” impactful. Most people from UK although did not rate as high as those from other countries, they rated “Organic Living” lifestyle as “Fairly” (5.76%) impactful “Green Wedding.” “Organic Living” lifestyle as a result should be concerned when creating a “Green Wedding” package for Asians and Westerners.

Table 4.13: The Impact of "Wabi-Sabi Style" on "Green Wedding"

	Not at all	Slightly	Moderately	Fairly	Extremely
Australia	1.57%	2.62%	5.76%	3.66%	4.71%
China	4.19%	6.28%	9.95%	4.19%	2.62%
Japan	1.05%	2.62%	10.99%	2.62%	1.57%
UK	2.09%	4.71%	4.71%	4.71%	1.05%
USA	4.71%	2.62%	6.28%	2.09%	1.05%

\*% Of Total Number of Respondents

“Wabi-Sabi Style” was one key element of lifestyle that could impact “Green Wedding.” This keyword was captured from the interview session, which is a specific term derived from Japanese philosophy and has been used as a concept to define the

beauty of imperfection. The highest proportion of Japanese rated such component as “Moderately” (10.99%) impactful on a “Green Wedding.” Chinese are likely to be the second most group of respondents who rated “Wabi-Sabi Style” as “Moderately” (9.95%) impactful on a “Green Wedding.” Due to this term being used among a specific group, it is not surprised that the term “Wabi-Sabi Style” would be appeal only to people from Japan and China.

Table 4.14: The Impact of "Sustainable living" on "Green Wedding"

	Not at all	Slightly	Moderately	Fairly	Extremely
Australia	0.00%	0.00%	4.71%	5.24%	8.38%
China	2.62%	2.09%	7.85%	8.90%	5.76%
Japan	1.05%	0.52%	4.71%	5.76%	6.28%
UK	1.05%	0.00%	2.62%	9.95%	3.66%
USA	0.52%	2.09%	4.19%	3.66%	6.81%

\*% Of Total Number of Respondents

“Sustainable living” is considered to be another related factor that can have an impact on “Green Wedding.” Table 4.15 shows that the highest proportion of Australian respondents rated such lifestyle as “Extremely” (8.38%) impact on “Green Wedding. Likewise, British and Chinese respectively are likely to rate “Sustainable Living” as a lifestyle that “Fairly” (9.95% and 8.90%) impact “Green Wedding.” Therefore, when setting up “Green Wedding” for people from Australia, UK, and China, their lifestyle related “Sustainable Living” should be taken into the consideration.

Table 4.15: The Impact of "Eco-friendly" on "Green Wedding"

	Not at all	Slightly	Moderately	Fairly	Extremely
Australia	0.00%	0.00%	1.57%	5.24%	11.52%
China	1.05%	2.62%	5.24%	9.95%	8.90%
Japan	1.57%	0.52%	4.19%	4.71%	7.85%
UK	0.52%	1.05%	2.62%	4.19%	8.90%
USA	1.05%	0.52%	4.19%	2.62%	8.90%

\*% Of Total Number of Respondents

“Eco-friendly” as a result shown in Figure 4.13 appears to have the biggest impact on a “Green Wedding”. By looking at Table 4.15, the respondents who mostly rated “Eco-friendly” as the lifestyle that “Extremely” impacts “Green Wedding” are those coming from Australia (11.52%), followed by those from China (8.90%), UK (8.90%), USA (8.90%), and Japan (7.85%). Chinese respondents also rated the highest on such lifestyle component that “Fairly” (9.95%) impacts a “Green Wedding.” Since “Eco-friendly” is a common term usually used in many contexts related environment, most people internationally are well-acknowledged on such term which leads them to give a higher rating compared to other components in this category of a “Green Wedding.”

#### 4.2.6 The average importance of suppliers' locality on “Green Wedding”

“Locality” is another important component for “Green Wedding” retrieved from the interviews. The Australians, on average, give high importance on “Local Food” (Mean = 4.37) and “Local Products” (Mean = 4.20), while the British, on average, are likely to perceive that “Local Raw Material” (Mean = 4.18) is the most important component, followed by “Local Products” (Mean = 4.06).

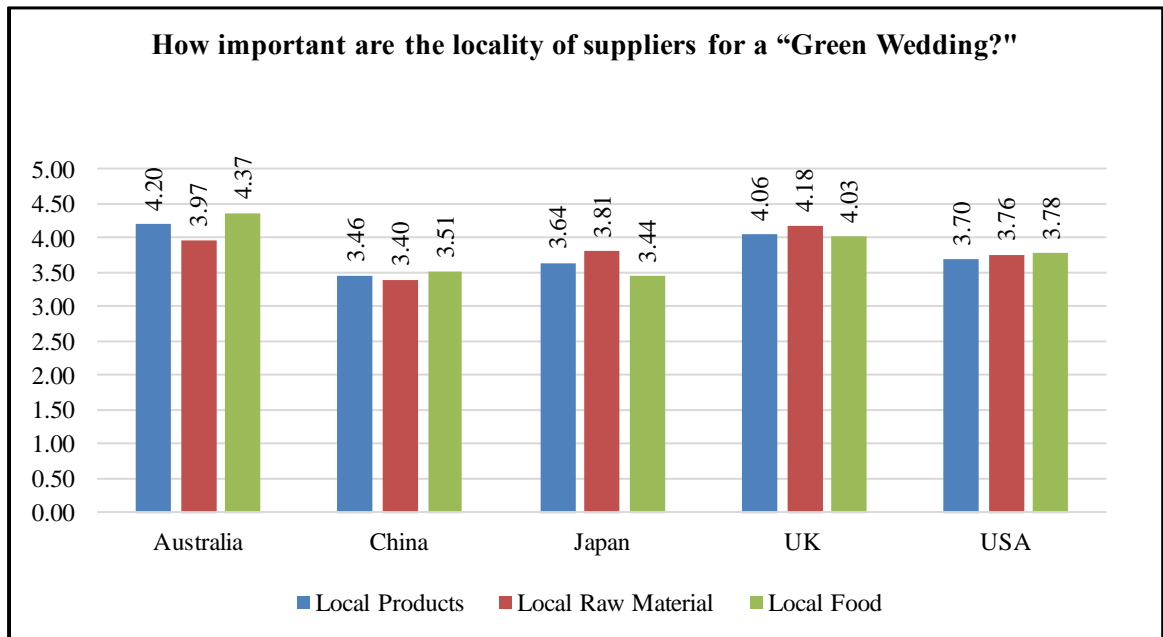


Figure 4.14: How important are the locality of suppliers for a “Green Wedding?”

Table 4.16: The Importance of "Local Products" for "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	0.00%	1.57%	2.62%	4.71%	9.42%
China	2.09%	3.14%	7.33%	9.42%	5.24%
Japan	1.05%	1.05%	6.28%	5.76%	4.71%
UK	0.52%	1.05%	2.62%	6.28%	7.33%
USA	0.52%	1.05%	5.24%	6.81%	3.66%

\*% Of Total Number of Respondents

On average, “Local Products” seem to be “Fairly Important” for a “Green Wedding” to the respondents from every country. To confirm the result from Figure 4.14, most respondents from Australia rated such component as “Very Important” (9.42%) for “Green Wedding”. Similarly, most respondents from China rated “Local Products as “Fairly Important” (9.42%) for a “Green Wedding.” The respondents from UK also rated such component as “Very Important”.

Therefore, the locality of products used tends to be a key component for “Green Wedding” among customers from Australia, China, and UK.

Table 4.17: The Importance of "Local Raw Material for "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	0.00%	1.57%	4.19%	5.76%	6.81%
China	2.09%	3.14%	7.85%	9.95%	4.19%
Japan	1.05%	0.52%	6.28%	4.19%	6.81%
UK	0.00%	1.05%	2.62%	5.76%	7.85%
USA	1.05%	1.05%	4.19%	5.76%	5.24%

\*% Of Total Number of Respondents

From Table 4.17, “Local Raw Material” appears to be “Very Important” component for “Green Wedding” among most British respondents (7.85%), while it seems to be “Fairly Important” among most Chinese respondents (9.95%). As a result, when holding the “Green Wedding” for people from UK and China, the locality of raw material used for producing products needs to be considered.

Table 4.18: The Importance of "Local Food" for "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	0.00%	1.05%	2.09%	4.19%	10.99%
China	2.09%	3.66%	7.33%	7.33%	7.33%
Japan	2.62%	1.05%	4.71%	6.28%	4.19%
UK	0.00%	1.57%	3.66%	4.71%	7.33%
USA	0.52%	1.57%	4.71%	4.19%	5.76%

\*% Of Total Number of Respondents

The result from Figure 4.14 shows that respondents, on average rated “Local Food” as “Fairly Important to Very Important” for “Green Wedding,” Table 4.18 presents that most Australians rated such component as “Very Important” (10.99%), followed by Chinese (7.33%) and British (7.33%). In addition, most Japanese rated “Local Food” as

“Fairly Important” (6.28%) for a “Green Wedding.” Thus, the locality of food should be taken into consideration when creating a “Green Wedding” for customers from Australia, China, UK, and Japan.

#### 4.2.7 The average of importance of waste management method for “Green Wedding”

According to Figure 4.15, “Recycable Material” and “Food Waste Reduction” tend to be equally important waste management methods for a “Green Wedding.” This reflects on the highest average responses of 4.29 collected among the British and the average of 4.21 among the Americans on “Recycable Material,” meaning that it seems to be a “Fairly Important” waste management method for “Green Wedding” among people from these two countries. Whereas, the highest average responses of 4.34 collected among the Australians and the average of 3.80 collected among the Chinese on “Food Waste Reduction,” implying that such waste management method appears to be “Fairly Important” for “Green Wedding” among people from these 2 countries. Besides, “No Plastic Used” happens to be other “Fairly Important” waste management method for “Green Wedding” among the Japanese with the highest average responses of 4.33. Therefore, “Recycable Material,” “Food Waste Reduction,” and “No Plastic Used” are the top 3 waste management method that need to be considered in “Green Wedding.”

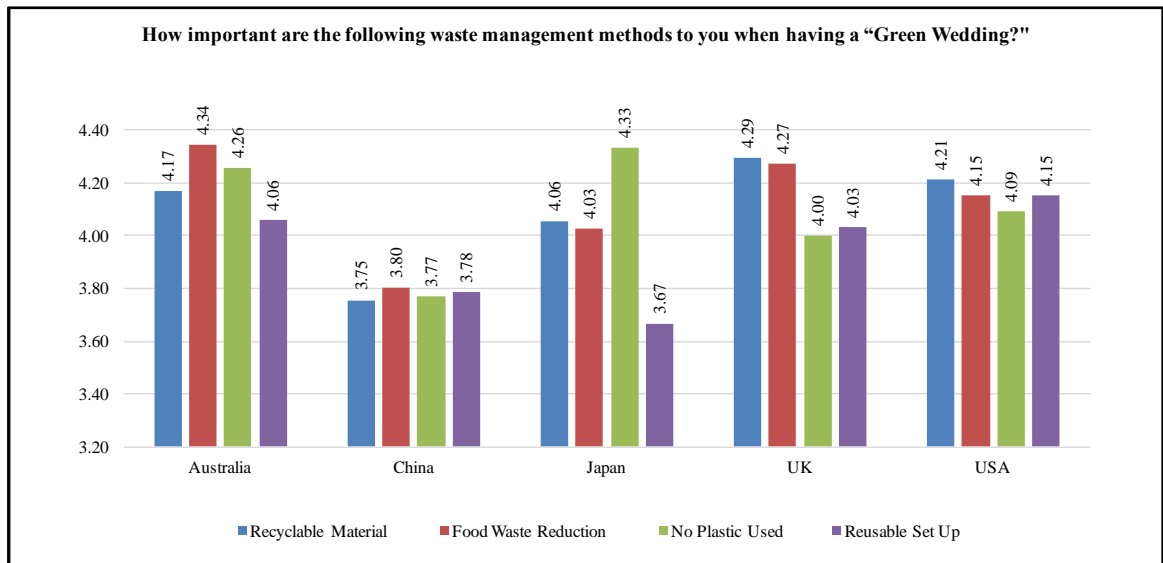


Figure 4.15: How important are the following waste management methods to you when having a “Green Wedding?”

Table 4.19: The Importance of "Recyclable Material" for "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	0.52%	1.57%	1.05%	6.28%	8.90%
China	2.62%	2.62%	3.66%	8.90%	9.95%
Japan	0.52%	1.05%	4.19%	4.19%	8.90%
UK	0.52%	0.00%	2.09%	6.28%	8.90%
USA	0.52%	0.00%	3.66%	4.19%	8.90%

\*% Of Total Number of Respondents

Looking into detail, Table 4.19 presents the highest proportion of respondent's rating "Recyclable Material" as a "Very Important" waste management method for a "Green Wedding,"; 9.95% Chinese, 8.90% Australians, 8.90% British, 8.90% Americans, and 8.90% Japanese. This means that "Recyclable Material" seems to be the top waste management method that should be included in "Green Wedding" for every country.

Table 4.20: The Importance of "Food Waste Reduction" for "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	0.52%	1.05%	1.05%	4.71%	10.99%
China	2.09%	2.62%	3.14%	9.42%	9.42%
Japan	1.57%	0.00%	3.66%	4.71%	8.90%
UK	0.00%	1.57%	0.52%	6.81%	8.38%
USA	0.52%	1.05%	1.57%	6.28%	7.85%

\*% Of Total Number of Respondents

From Table 4.20, "Food Waste Reduction" seems to be a "Very Important" waste management method for a "Green Wedding" among the respondents from every country starting from 10.99% Australia, 9.42% China, 8.90% Japan, 8.38% UK, and 7.85% USA. This implies that it is important to implement a better waste reduction method when organizing the wedding to make it qualify as "Green Wedding."

Table 4.21: The Importance of "No Plastic Used" for "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	0.52%	1.57%	1.57%	3.66%	10.99%
China	1.57%	2.62%	6.81%	5.76%	10.47%
Japan	0.52%	0.00%	3.66%	3.14%	11.52%
UK	1.05%	0.52%	3.66%	4.19%	7.85%
USA	0.52%	1.05%	2.62%	5.24%	7.85%

\*% Of Total Number of Respondents

Although "No Plastic Used" tends to gain the highest popularity of waste management method as "Very Important" for a "Green Wedding" among the Japanese (11.52%), most respondents from other countries also rated "Very Important" (Australia = 10.99%, China = 10.47%, UK = 7.85%, and USA = 7.85%). Thus, "No Plastic Used" is one of the key waste management methods that should be included to make the wedding qualify as "Green."



Table 4.22: The Importance of "Reusable Set Up" for "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	1.05%	0.52%	2.09%	7.33%	7.33%
China	1.57%	2.62%	6.28%	5.76%	10.47%
Japan	1.05%	0.52%	7.85%	3.66%	5.76%
UK	1.57%	0.00%	2.62%	5.24%	7.85%
USA	0.52%	0.52%	3.14%	4.71%	8.38%

\*% Of Total Number of Respondents

As a result from Figure 4.15, “Reusable Set Up” appears to be the least important waste management method for “Green Weddings” among all respondents. However, when looking into the proportion of the respondents, the majority of respondents who rated such component as “Very Important” waste management method for “Green Wedding” were those from China (10.47%), followed by USA (8.38%), and UK (7.85%). Therefore, “Reusable Set Up” could be one of the key elements of waste management methods for “Green Wedding” among the customers from China, USA, and UK.

#### 4.2.8 The average importance of using eco-friendly decorative items in “Green Wedding”

Figure 4.16 presents the components of eco-friendly decorative items that could be important for a “Green Wedding,” including Potted Plants, Rented Tableware, Biodegradable Items, Artificial Candles, Natural Light, and Artificial Flowers. These components were captured through the in-depth interview process. On average, “Natural Light” is likely to be the most important factor for “Green Wedding” for every country, ranked from Australia (4.49), UK (4.27), USA (4.15), Japan (4.06), and China (3.71). “Biodegradable Items” also tend to be the second highly important decorative items for a “Green Wedding” among those from Australia (Mean = 4.20), USA (Mean = 3.91), Japan

(Mean = 3.80), and China (Mean = 3.38). Besides, “Potted Plants” somehow appears to be another important decorative item for a “Green Wedding” among Australian (Mean = 3.97) and British respondents (Mean = 3.76). “Rented Tableware,” “Artificial Candles,” and “Artificial Flowers” are three least important components of eco-friendly decorative items for “Green Wedding” on average according to Figure 4.16.

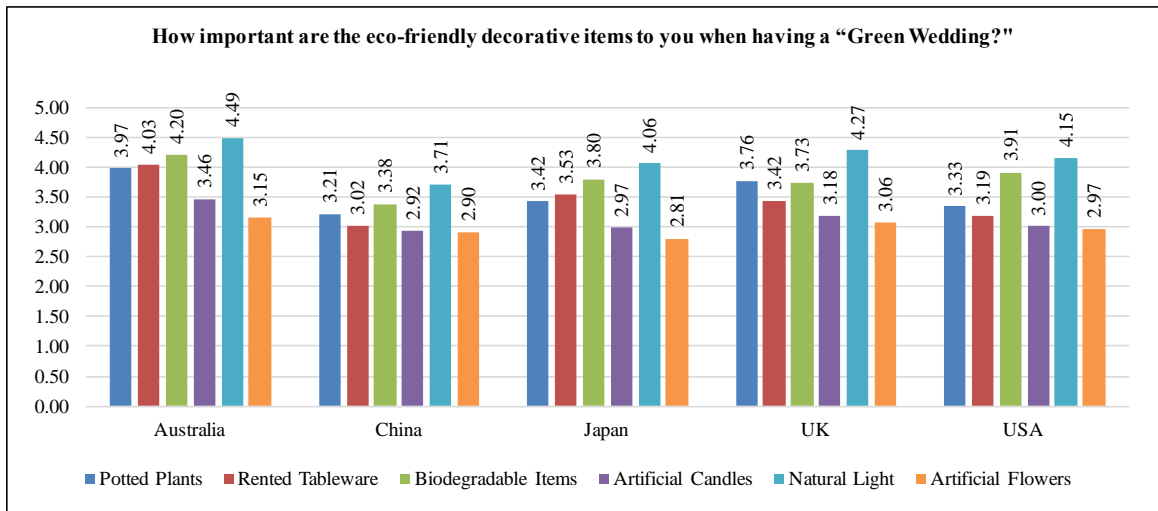


Figure 4.16: How important are the eco-friendly decorative items to you when having a “Green Wedding?”

Table 4.23: The Importance of using "Potted Plants" in "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	0.52%	0.52%	3.66%	7.85%	5.76%
China	3.66%	3.66%	8.38%	7.33%	4.71%
Japan	2.09%	0.00%	7.85%	5.76%	3.14%
UK	2.09%	1.05%	1.57%	7.33%	5.76%
USA	2.62%	1.57%	3.14%	7.33%	2.62%

\*% Of Total Number of Respondents

As shown in Figure 4.16, “Potted Plants” tend to be the most important component among the respondents from Australia and UK. Likewise, by taking the results from Table 4.23, most Australians and British rated “Fairly Important” (7.85%

and 7.33% respectively). Most respondents from the USA also rated such component the highest on “Fairly Important” decorative item for “Green Wedding.” “Potted Plants” therefore are likely to be one of the key components as eco-friendly decorative items for a “Green Wedding” among the western customers.

Table 4.24: The Importance of using "Rented Tablewares" in "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	0.52%	1.05%	3.66%	5.24%	7.85%
China	4.19%	4.19%	9.42%	6.81%	3.14%
Japan	1.05%	0.52%	8.38%	5.24%	3.66%
UK	0.52%	2.62%	6.81%	3.66%	3.66%
USA	2.09%	0.52%	8.38%	3.66%	2.09%

\*% Of Total Number of Respondents

On the contrary, “Rented Tablewares” are one of the least important eco-decorative items for a “Green Wedding” as shown in Figure 4.16. However, from Table 4.24, most respondents from Australia appear to rate such component the highest as “Very Important” (7.85%) decorative items for “Green Wedding.” The respondents from other countries appear to mostly rate “Rented Tablewares” as “Moderately Important” decorative items for “Green Wedding” (9.42% Chinese, 8.38% Japanese, 8.38% Americans, and 6.81% British). Thus, when creating “Green Wedding” package for the customers from Australia, “Rented Tablewares” should be included as an option for the wedding.

Table 4.25: The Importance of using "Biodegradable Items" in "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	0.52%	1.05%	2.62%	4.19%	9.95%
China	2.09%	3.66%	8.90%	6.81%	5.76%
Japan	0.52%	1.05%	6.28%	4.19%	6.28%
UK	1.57%	1.05%	3.14%	6.28%	5.24%
USA	1.05%	1.57%	2.09%	5.24%	6.81%

\*% Of Total Number of Respondents

Based on the result from the average respondents, “Biodegradable Items” tend to be one of the “Very Important” decorative items for “Green Wedding” among the respondents from Australia, USA, Japan, and China. To confirm such result, Table 4.25 shows that most respondents from Australia rate “Biodegradable Items” as “Very Important” (9.95%), followed by those those from USA (6.81%), and from Japan (6.28%). As to the respondents from China, most of them rated such components as “Moderately Important” (8.90%), while most respondents from UK surprisingly rated the highest as “Fairly Important” (6.28%). Therefore, it is very important to include “Biodegradable Items” as options of eco-friendly decorative items for “Green Wedding” when planning such wedding for Australian customers specifically.

Table 4.26: The Importance of using "Artificial Candles" in "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	2.09%	2.09%	4.71%	4.19%	5.24%
China	4.71%	6.81%	5.24%	6.81%	3.66%
Japan	3.66%	0.52%	8.90%	4.19%	1.57%
UK	3.14%	2.62%	3.14%	4.71%	3.66%
USA	3.66%	2.62%	3.14%	5.76%	2.09%

\*% Of Total Number of Respondents

As a result, from Figure 4.16, “Artificial candles” are likely to be one of the least important eco-friendly decorative items for “Green Wedding” on average. This can be confirmed by the result from Table 4.26 where most respondents rated such components from “Slightly Important” to “Moderately Important.” Most respondents from China, for example, rated “Artificial Candles” as “Slightly Important” (6.81%) decorative items, while most Japanese think that it is “Moderately Important” to have “Artificial Candles” as the decoration for “Green Wedding.” However, the respondents from Australia tend to think differently because most of them rated such component the highest as “Very Important” (5.24%) for “Green Wedding.” With such proportion for the responses, it seems that “Artificial Candles” are not necessarily decorative elements for “Green Wedding” compared to others.

Table 4.27: The Importance of using "Natural Light" in "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	0.00%	0.00%	2.09%	5.24%	10.99%
China	1.57%	3.66%	4.19%	8.90%	8.38%
Japan	0.52%	0.52%	5.24%	3.66%	8.90%
UK	0.52%	0.52%	1.57%	5.76%	8.90%
USA	1.05%	0.00%	2.09%	6.28%	7.85%

\*% Of Total Number of Respondents

“Natural Light” as the result captured from Figure 4.16 appears to be the most important eco-friendly decorative items for “Green Wedding.” Similarly, from Table 4.27, most respondents from almost every country rated “Very Important” on “Natural Light” as decorative items for “Green Wedding,” ranked from 10.99% among Australians, 8.90% among British, 8.90% among Japanese, and 7.85% among

Americans. Chinese respondents also mostly rated such decorative component as “Fairly Important” (8.90%) for “Green Wedding.” “Natural Light” therefore is the most critical eco-friendly decorative items for “Green Wedding” that should be comprised when creating “Green Wedding” package for both Asian and Western customers.

Table 4.28: The Importance of using "Artificial Flowers" in "Green Wedding"

	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Australia	2.62%	4.19%	3.14%	3.66%	4.19%
China	6.28%	5.76%	4.71%	5.24%	5.24%
Japan	5.24%	2.62%	4.19%	4.19%	2.62%
UK	3.14%	3.14%	3.14%	4.19%	3.14%
USA	3.14%	2.09%	5.24%	5.76%	1.05%

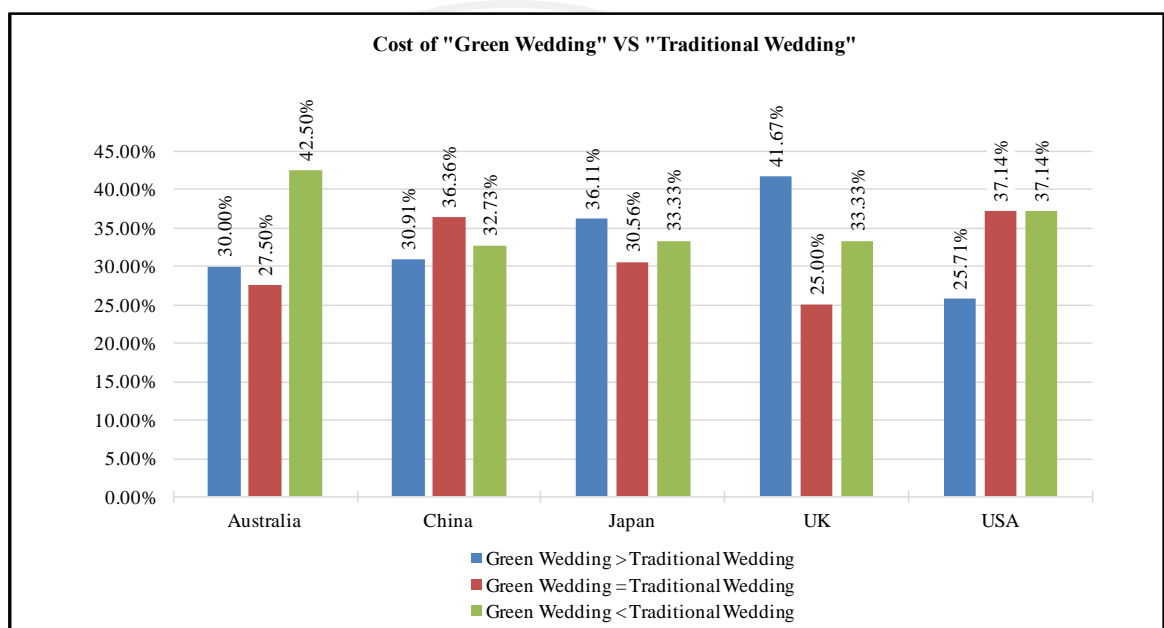
\*% Of Total Number of Respondents

In contrast, “Artificial Flowers” seem to be another least important eco-friendly decorative item for “Green Wedding” referring to the result from Figure 4.16. Table 4.28 also presents similar result as most respondents from China rated “Artificial Flowers” as “Not at all Important” (6.28%) decorative items for “Green Wedding,” while most of the respondents from Australia rated such decorative component as “Slightly Important” (4.19%) for “Green Wedding.” Thus, “Artificial Flowers” are not likely to be significant element as decorative items for “Green Wedding.”

### 4.3 Willingness to pay for “Green Wedding”

#### 4.3.1 The perception of “Green Wedding” cost comparing to “Traditional Wedding” among the respondents from different countries

Since the respondents were allowed to pick multiple answers for this question, the percentages were calculated based on total number of responses in each country.



\* % Of total number of responses in each country

Figure 4.17: Cost of “Green Wedding” VS “Traditional Wedding”

Therefore, from figure 4.17, the data can be illustrated as follows:

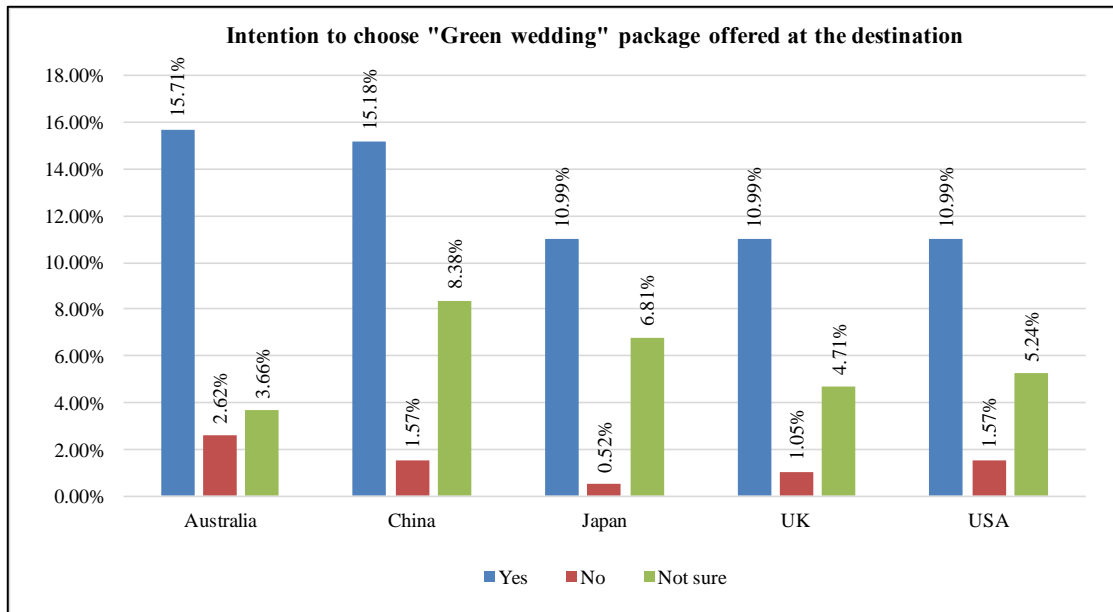
- Of all the responses from Australia, the majority Australians (42.5%) tend to perceive that “Green Wedding” should cost less than the traditional one.
- Of all the responses from USA, they tend to perceive that “Green Wedding” should cost less and cost as much as Traditional Wedding with the same percentage at 37.1%.

- Of all the responses from UK, the majority British (41.67%) appear to perceive that “Green Wedding” would cost more than the traditional one.
- Likewise, of all the responses from Japan, the majority Japanese (36.11%) appear to perceive that “Green Wedding” would cost more than the traditional one.
- Unlike others, of all the responses from China, the majority Chinese (36.36%) happen to think that “Green Wedding” should cost the same as the traditional one.

#### 4.3.2 Intention to choose the “Green Wedding” package as an option among the respondents from different countries

According to Figure 4.18, most respondents from every country are likely to be interested in choosing a “Green Wedding” package if it is available at their wedding destination. Of all the respondents, 15.71% from Australia show the most interest in a “Green Wedding” package, followed by 15.18% from China, and 10.99% from Japan, UK, and USA each. As a result, it is confirmed that people from these countries are the right target group to offer a “Green Wedding” package at Rayavadee.





\* % Of Total Number of Respondents

Figure 4.18: Intention to choose “Green Wedding” package offered at the destination

#### 4.3.4 Willingness to pay for the “Green Wedding” comparing to the traditional wedding

Since the respondents could pick multiple answers for this question, the percentages were calculated based on total number of responses in each country and the analysis will be elaborate after the below figure.

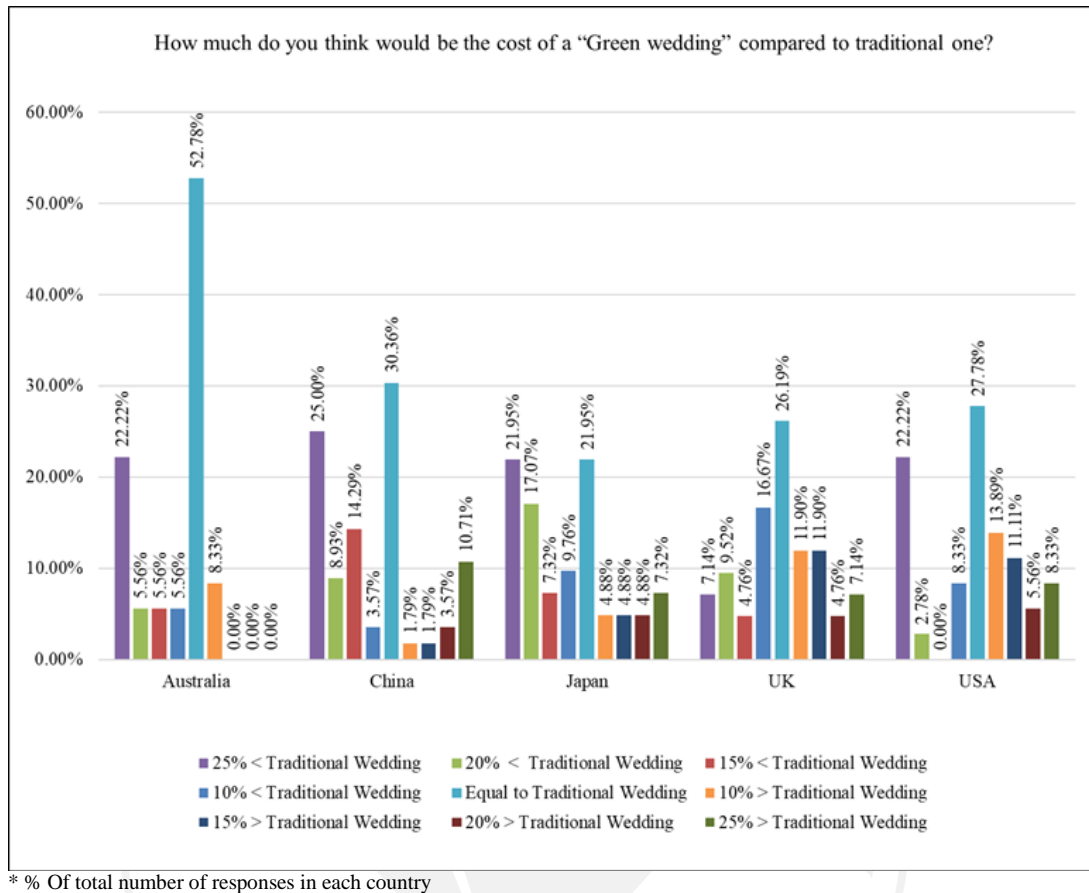


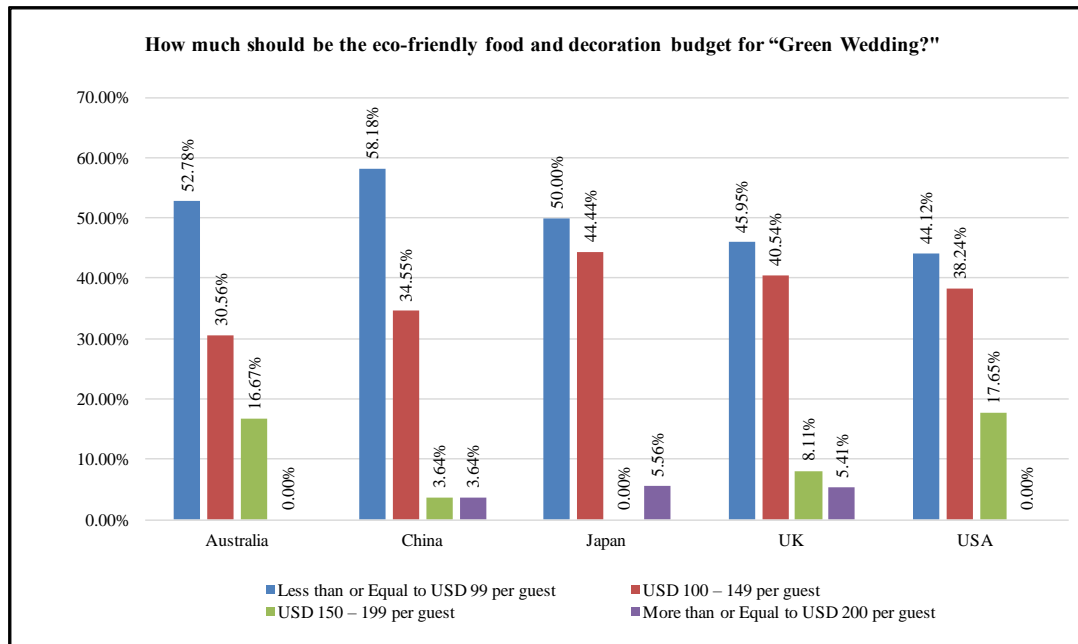
Figure 4.19: How much do you think would be the cost of a “Green Wedding” compared to traditional one?

As a result, the outcomes shown in figure 4.19 can be highlighted as follows:

- Of all the responses from Australia, China, UK, and USA, most of the respondents tend to agree to pay a premium for a “Green Wedding” if such kind of wedding costs the same as the traditional one as the percentage shown in Figure 4.19.
- Of all the responses from Japan, most are likely to to pay for a “Green Wedding” when it either costs same or 25% less than the traditional wedding, represented by the similar proportion of the respondents (21.95% each).

#### 4.3.5 The budget per guest of eco-friendly food and decoration for “Green Wedding”

Since the respondents were allowed to pick multiple answers for this question, the percentages were calculated based on total number of responses in each country.



\* % Of total number of responses in each country

Figure 4.20: How much should be the eco-friendly food and decoration budget for “Green Wedding?”

Based on the calculation, the outcomes in Figure 4.19 can be highlighted as follows:

- Most respondents from every country perceive the price of eco-friendly food and decoration for “Green Wedding” as “less than or equal to USD 99 per guest” as the highest proportion presented by each country.
- None of the respondents from Australia and USA think that the cost for eco-friendly food and decoration for “Green Wedding” should be “more than or equal to USD 200 per guest.”

#### 4.3.6 The Average budget per guest of eco-friendly F&B, decoration, and 1-room night accommodation for “Green Wedding”

Since the respondents were allowed to pick multiple answers for this question, the percentages were calculated based on total number of responses in each country.

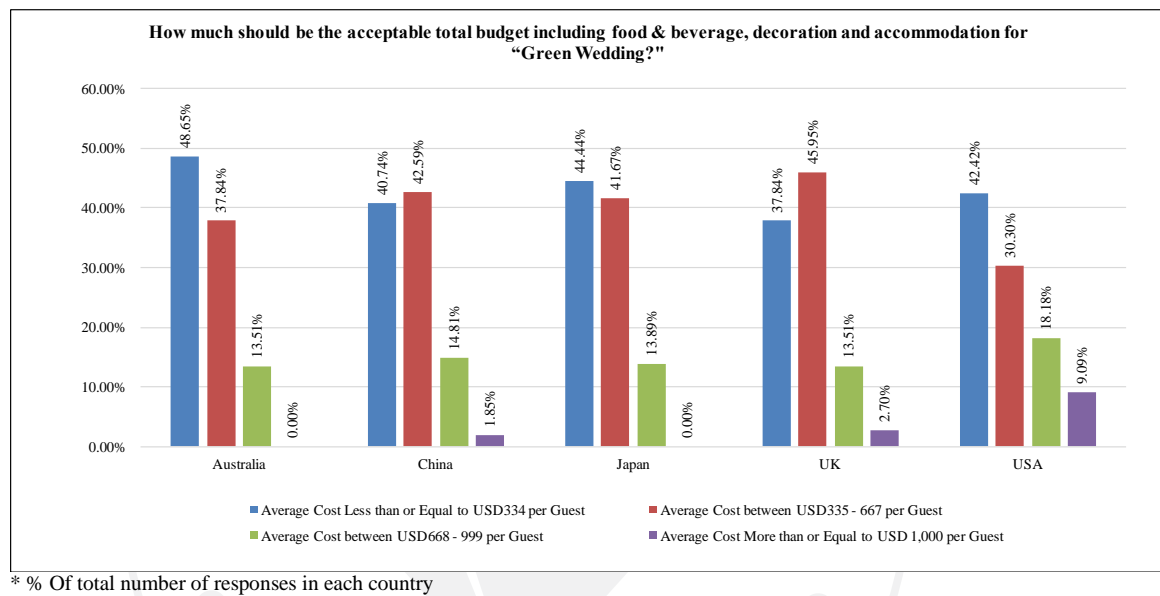


Figure 4.21: How much should the acceptable total budget be including food & beverage, decoration and accommodation for “Green Wedding?”

Based on the calculation, the outcomes in Figure 4.21 can be highlighted as follows:

- 48.65% of the total Australian respondents, 44.44% of the total Japanese respondents, and 42.42% of the total American respondents appear to perceive that the acceptable cost of total budget for “Green Wedding” including food and beverage, decoration, and accommodation should be “an average cost that is less than or equal to USD 334 per guest.”
- 45.95% of the total British respondents and 42.59% of the total Chinese respondents tend to perceive that the acceptable cost of total budget for “Green

Wedding” including food and beverage, decoration, and accommodation should be “an average cost that is between USD 335 to 667 per guest.”

- None of the respondents from Australia and Japan think that the acceptable cost of total budget for “Green Wedding” including food and beverage, decoration, and accommodation should be “an average cost that more than USD 1,000 per guest.”
- UK are the most accepting for a higher budget of “Green Wedding” followed by China. It is shown that the UK customer base has a higher potential to pay more on “Green Wedding package”.

#### 4.4 The Model of “Green Wedding” Packages

According to the previous findings from section 4.1 to 4.3, “Green Wedding” packages can be developed into 2 options as the following details:

##### I. The Green Emerald Package (Figure 4.22)

- Target Nationality: Australians

It is the nationality that has the highest level of interest on average based on the outcome from Figure 4.10 and Figure 4.18 mentioned about the intention to choose a “Green wedding” package offered at the destination.

- Pricing: Proposed Package price at USD10,000++

This price includes 15 room nights for 30 guests, food and beverage for wedding reception, decoration, vow ceremony and breakfast based on the outcome about willingness to pay (Figure 4.12)

- Package Offer: Recyclable material, Natural lighting (energy saving), Mountain View Vow ceremony based on the importance of survey component of green wedding.
- Food & Beverage: Local and Organic Food and serve in 5 courses style to reduce unnecessary food waste based on the importance of the survey component of green wedding.

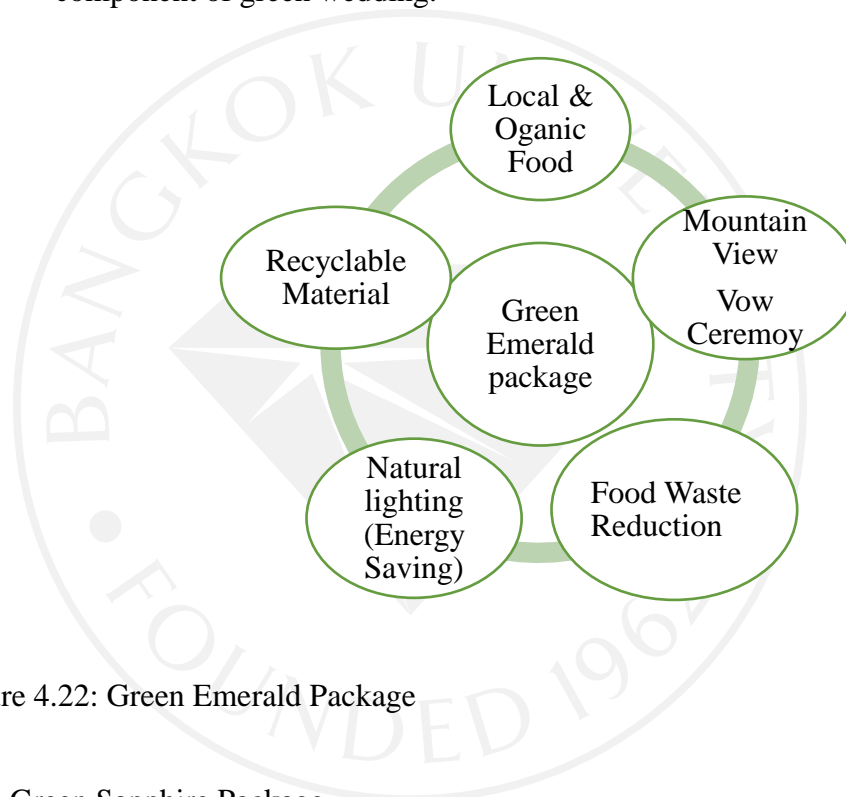


Figure 4.22: Green Emerald Package

## II. The Green Sapphire Package

- Target Nationality: British and Chinese

It is the nationality that has the highest level of budget per guest based on the outcome from Figure 4.21 and Figure 4.18 that mentioned about the intention to choose a “Green wedding” package offered at the destination.

- Pricing: Proposed Package price at USD20,000++

This price includes 15 room nights for 30 guests, food and beverage for wedding reception, decoration, vow ceremony and breakfast based on the outcome about willingness to pay (Figure 4.12)

- Package Offer: Recyclable and biodegradable material, Natural lighting (energy saving), décor with potted plants and Beach Front Vow ceremony based on the importance of survey component of a green wedding.
- Food & Beverage: Local and serve in 7 courses style to reduce unnecessary food waste based on the importance of the survey component of a green wedding.

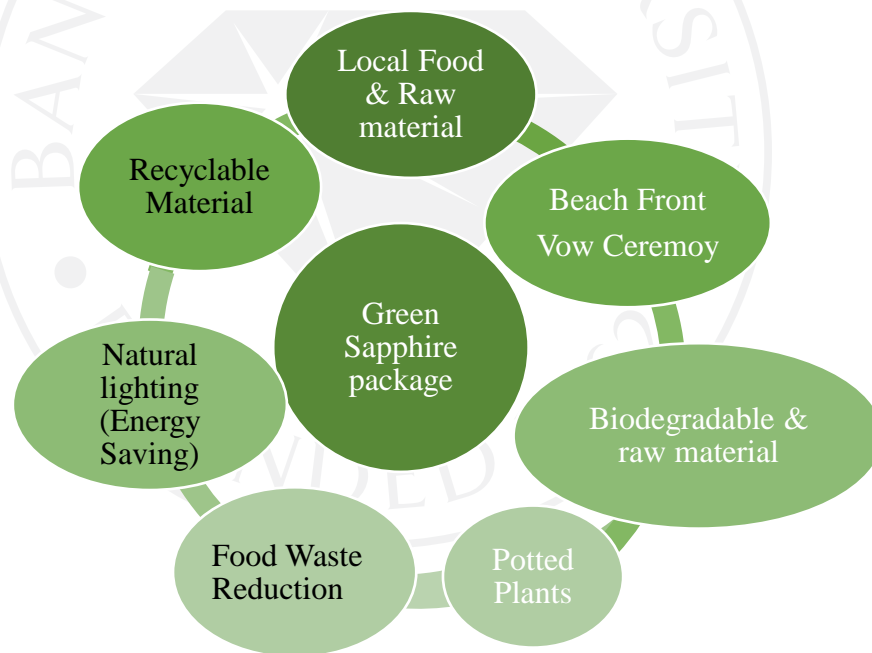


Figure 4.23: Green Sapphire Package

## **CHAPTER 5**

### **CONCLUSION AND DISCUSSION**

For the practitioner, the perceptions and expectations on a “Green Wedding” among the top 5 nationalities of Rayavadee resort are identified and summarized as follows:

#### **5.1 Key Profiles of Target Groups for “Green Wedding”**

The key profiles found among the previous resort guests from top 5 nationalities are:

- Asian women who tend to be more interested in “Green Wedding” than Asian men, while Australian and British men are likely to be interested in “Green Wedding” more than their women proportion. Whereas, it is no difference between American men and women on their interest in “Green Wedding.”
- Millennials appear to be the main target group for a “Green Wedding” from all 5 countries. The majority of targeted clients identify themselves as office workers and most of them graduated with Bachelor’s and/or Master’s degrees.
- As a result, collected among the respondents who identify themselves as single, the majority of them that declare their intention to get married is from Australia and the UK.
- In terms of preferable types of a wedding among the target groups, “Sustainable & Green” is likely to be the most preferred type of wedding for both Asians and Westerners, which is aligned with the research topic and confirm the current global trend.



To conclude the above analysis, “Green Wedding” planners or resort operators should focus on targeting people who are in the Millennial generation graduated with the higher education degree (either Bachelor’s or Master’s degree), declaring themselves as office workers. Also, single women from China and Japan as well as single men from Australia and UK should be prioritized as their first group when approaching with the “Green Wedding” package.

## 5.2 Knowledge and Interest of “Green Wedding” among the Target Groups

Prior to giving the definition of “Green Wedding,” people on average lack of understanding about this topic. However, most of them somewhat made good guesses about such topic when asking for their opinion about its definition. 73% of them assumed that it would be the topic related to “*Eco-friendly, sustainability, low environmental impact, less waste, low carbon-footprint, recycle, reusable, and save the earth.*” This shows that most people are likely to understand the impact “Green Weddings” have on society and community.

As a result, after acknowledging the definition of “Green Wedding,” people on average tend to elaborate their understanding on the topic as fairly or very well. Not surprising that people from Australia and the USA better understand the nature of “Green Wedding” since they are among those who gave out the definitions and explanations that are most relevant to “Green Wedding (See Appendix C for detail).” As the example from the following opinion about “Green wedding” quoted from the respondents from USA and Australia:

“When I think of a “Green” wedding, I think of: Number 1: What’s the physical impact to the area so we are planning to have an outdoor wedding.

So, I want to think about things like how many people are gonna step on all the plants? How many people are gonna use transportation to get there? What are the environmental impacts? And the second piece: What is the general sustainability, likes how are we sourcing flowers? Can we limit usage of single-used item and what is the general reusability of any item? How are we managing our waste collection? And our food, what is the type of food that will be using and what is the impact on the environment?” (Interview transcript, Female, United States)

“It is an eco-friendly wedding to ensure the carbon footprint is decreased and we leave this planet habitable, and liveable for the generations to come - both flora and fauna.” (Respondent#121, Male, Australia)

Such a result, therefore, leads to the high response in quite interested in having “Green Wedding” among people from every country. The open-ended answers obtained from the respondents also ensure the key features of “Green Wedding” packages (e.g., beach and mountain location, eco-friendly lifestyle, recyclable material, and natural light usage) that should be made compatible to each target group.

### 5.3 The Importance of Significant Components for “Green Wedding”

#### 5.3.1 Location

According to the findings, “On the Beach” and “On the Mountain” appear to be two most significant locations for “Green Wedding.” This outcome indeed supports Thailand as a proper place for a destination wedding since the country is popular for both locations and each location usually popular for people from different

countries. People from Europe and North America tend to like the scene of beaches than those from Asia and Australia, which could be attributed to their country's geography and climates. For example, the opinion about the location of a "Green Wedding" from the American interviewee shown quoted below:

"I feel like beach resorts would be nice. I feel like those people would want more nature and outdoor. Hotels would be kind of tough but I think if you offer it, I think people would like that. My own house, probably mean I'm doing a lot of DIY myself, right? I'm guessing I'm trying to save on venue and everything such as making my own food is pretty "Green" and expensive. I think these are kind of tough." (Interview Transcript, Female, USA)

#### 5.3.2 Ambience

From findings, "Nature Scene" tends to be the most important ambience for "Green Wedding" among people from Australia, Japan, and UK. This could be attributed to the value of people from these countries that they would like to be in the nature even in their weddings. Therefore, this is the significant ambience that should be included in "Green Wedding" package for the clients.

#### 5.3.3 Lifestyle

Based on the findings, "Eco-friendly" appears to be lifestyle that would have the biggest impact toward a "Green Wedding" for all respondents from every country. With the keywords captured from the open-ended question, "Eco-friendly" was mentioned the most in the questionnaire. Since "Eco-friendly" is commonly known among many people, it is therefore not surprising that this is the main lifestyle affecting the clients' choice of "Green Wedding." Also, the term "Eco-friendly" was

widely used among the respondents when giving their opinion about the “Green Wedding” shown below:

“The wedding that that organized under the theme of sustainable and eco-friendly, like zero wastes and the stuffs in the wedding is re-useable.”

(Respondent#76, Female, Japan)

“A green wedding is any wedding where the couple plans to decrease the ecological impact of their special event on the planet. Couples plan their weddings by integrating eco-friendly alternatives, such as eco-friendly invitations, flowers, dress, photography, and more.” (Repondent#95, Female, China)

“Like I said in the beginning that “eco-friendly” wedding would provide less impact to the environment, but I’m not sure about cost-saving since it depends on the fanciness of your wedding.” (Interview Transcript, Male, Australia)

#### 5.3.4 Locality of Supplier

“Local products” was found to be one of the most important elements for “Green Weddings” among Australians, Chinese, and British in terms of the locality of suppliers. Since purchasing products locally seem to be the best practice to reduce environmental impact, it simply needs to be included in “Green Wedding” package.

#### 5.3.5 Waste Management Methods

The outcomes show that on average, people from UK and USA tend to perceive “Recyclable Material” as the most important waste management method for a “Green Wedding,” while people from Australia and China seem to perceive “Food Waste Reduction” as the most important waste management method. This implies that

the British and American clientele focus on using recyclable materials for decoration in a “Green Wedding,” while Australian and Chinese clients tend to control the quantity of food serving during “Green Wedding” in order to eliminate chances of any food waste. When designing a package for each country, such components need to be included and highlighted for each target country.

#### 5.3.6 Eco-friendly Decorative Items

Based on the findings, “Natural Light” is likely the most important decorative items for a “Green Wedding” among all countries on average. This implies that they may prefer a “Green Wedding” during the daylight in order to save energy and increase the ambiance of “Nature Scene” as mostly preferred by the majority. When creating a “Green Wedding” package, it is therefore important to include such component into the offer.

#### 5.4 Willingness to pay for “Green Wedding”

If the destination offers “Green Wedding” packages as an alternative to the traditional one, majority of people from every country would be likely to chose such package as their option. In terms of willingness to pay for “Green Wedding,” the results can be summarized as follows:

- Most people from Australia perceive that the cost of “Green Wedding” should be less important compared with its traditional counterpart and they are willing to pay the same price when the cost is similar to the traditional one. They also think that the cost of eco-friendly food and decoration should be “less than or equal to USD 99 per guest.” The cost of the average budget per guest of eco-friendly F&B, decoration, and 1-room night accommodation for

“Green Wedding” should be cost “less than or equal to USD 334 per guest” for the majority Australians.

- The majority of people from USA perceive the cost of “Green Wedding” similar or less than the traditional wedding and they are willing to pay for the price when these two types of wedding cost the same. They also think that the cost of eco-friendly food and decoration should be “less than or equal to USD 99 per guest.” The cost of the average budget per guest of eco-friendly F&B, decoration, and 1-room night accommodation for “Green Wedding” should be cost “less than or equal to USD 334 per guest” for the majority Americans.
- The majority of people from UK perceive the cost of “Green Wedding” as more than the traditional wedding, however they only willing to pay when the price of these two types of wedding cost the same. They also think that the cost of eco-friendly food and decoration should be “less than or equal to USD 99 per guest.” The cost of the average budget per guest of eco-friendly F&B, decoration, and 1-room night accommodation for “Green Wedding” should be cost “between USD 335 - 667 per guest” for the majority British.
- The majority of people from Japan perceive the cost of “Green Wedding” as more than the traditional wedding, and they are willing to pay up to 25% more than a tradition wedding in order to have a “Green Wedding”. They also think that the cost of eco-friendly food and decoration should be “less than or equal to USD 99 per guest.” The cost of the average budget per guest of eco-friendly F&B, decoration, and 1-room night accommodation for “Green Wedding” should cost “less than or equal to USD 334 per guest” for the majority of Japanese.

- The majority of people from China perceive the cost of “Green Wedding” as less than the traditional wedding, whilst they are willing to pay for the price when these two types of wedding if they cost the same. They also think that the cost of eco-friendly food and decoration should be “less than or equal to USD 99 per guest.” The cost of the average budget per guest of eco-friendly F&B, decoration, and 1-room night accommodation for “Green Wedding” should be cost “between USD 335 - 667 per guest” for the majority Chinese.

As the above outcomes, British and Chinese tend to be top spenders with high-purchasing power for “Green Wedding” packages that should be offered first, followed by Japanese. Most people from UK perceive the cost of “Green Wedding” to be higher than traditional wedding, leading them to be willing to pay for a more premium “Green Wedding” package. Majority of Chinese, on the contrary, perceive “Green Wedding” cost as lower than traditional one, but are willing to pay for a higher total package price on average. Interestingly, Japanese should be the second main target group because they declare that they are willing to pay for the price of a “Green Wedding” package up to 25% more than the price of traditional wedding; even though majority Japanese tend to accept the minimum cost of a “Green Wedding” package.

### 5.5 Implications and Limitation of the Study

Due to the lack of research on the “Green Wedding,” particularly in resort destination in Thailand, the current study was conducted to examine customers’ interest and perception towards a “Green Wedding” as well as their willingness to

spend towards one. The outcomes derived from the study would be of benefit to both future academic studies related to “Green Weddings” or eco-friendly wedding and practitioners in the wedding industry.

#### 5.5.1 Academic Implications

In this study, the measurement for “Green Wedding” was developed to assess the idea of the target group related to such topic, which can be applied into other future studies to gain more understanding about “Green Wedding” on both demand and supply side.

#### 5.5.2 Practitioner Implications

According to the highlighted outcomes, “Green Wedding” packages can be developed as a tool for the wedding marketers or any related industrial practitioners to use among the identified target groups. Two sample “Green Wedding” packages are derived from the overall findings, namely “Green Emerald Package” targeting resort visitors from Australia, and “Green Sapphire Package” with more premium options targeting resort visitors from UK and China who are likely to have high-spending power.

#### 5.5.3 Limitation of the Study

Although the outcomes of this study are applicable, there are still some limitations needed to be addressed so that it can be improved in future studies.

- The results of this study were analyzed and presented solely with descriptive statistic, which may limit the analysis and interpretation of



findings. Thus, more sophisticated statistical analysis should be included in the future studies (i.e., Significant Test, ANOVA, and Factor Analysis).

- The components of the “Green Wedding” used in the questionnaire, although they were derived from in-depth interviews and literature review, further research should be done on validating such list of components and create a more comprehensive list.



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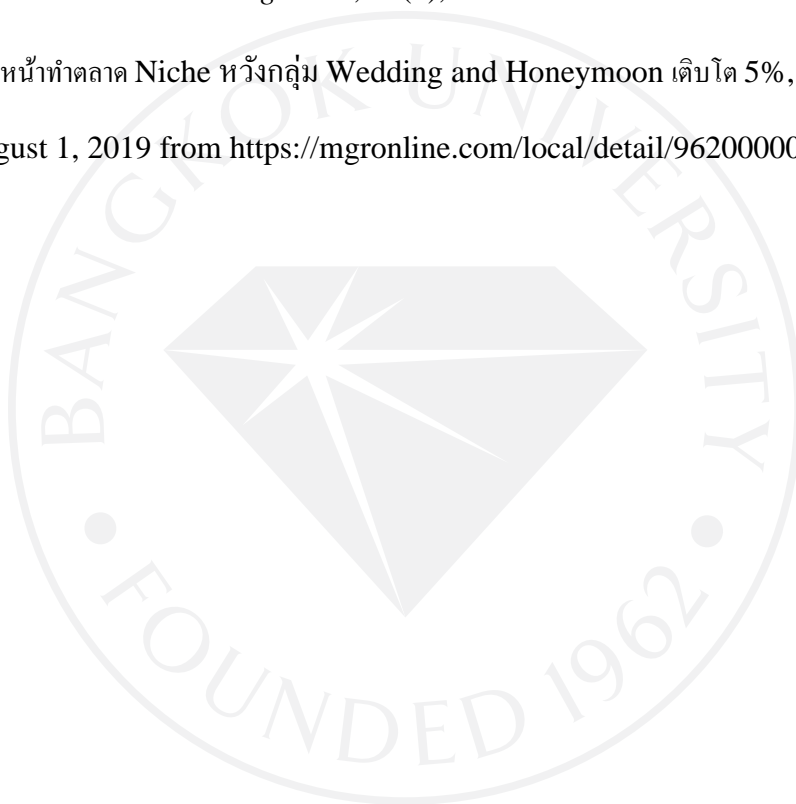
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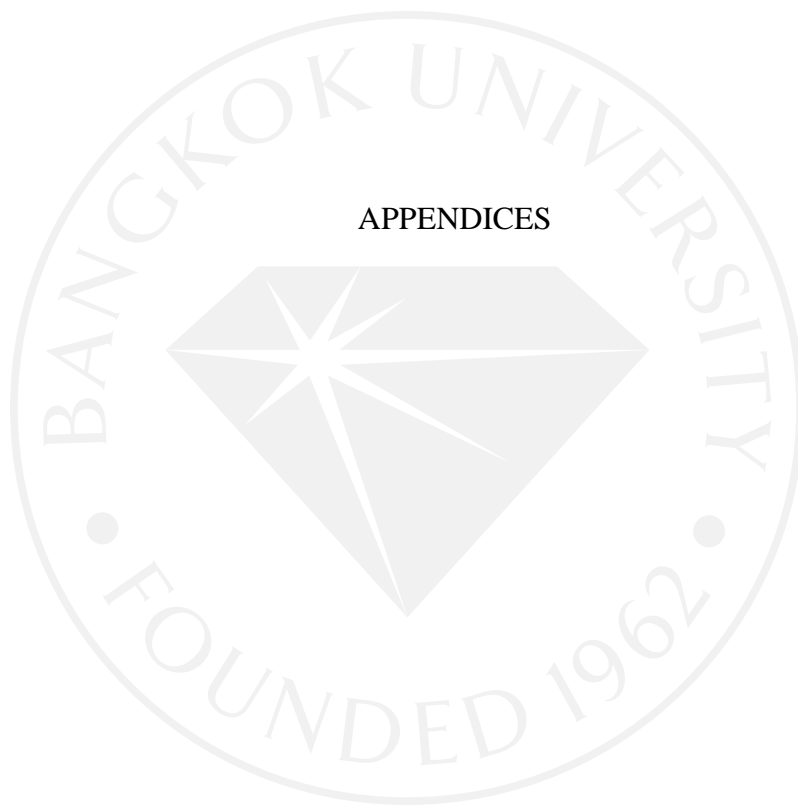
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## APPENDICES



## Appendix A: INTERVIEW GUIDE

### Client information

Gender: ☐ Male ☐ Female

Marital status: ☐ Single ☐ Married

Which country are you from? (*please specify*): \_\_\_\_\_

If you are married, how long have been married?

- |   |                                  |
|---|----------------------------------|
| <input type="checkbox"/> Less than 1 year | <input type="checkbox"/> 1 year  |
| <input type="checkbox"/> 2 years          | <input type="checkbox"/> 3 years |
| <input type="checkbox"/> 4 years          | <input type="checkbox"/> 5 years |

Occupation (*please check one*):

- |  |  |                                      |
|--|--|--------------------------------------|
| <input type="checkbox"/> Professional        | <input type="checkbox"/> Managerial    | <input type="checkbox"/> Sales       |
| <input type="checkbox"/> Retired, unemployed | <input type="checkbox"/> Office worker | <input type="checkbox"/> Agriculture |
| <input type="checkbox"/> Labor               | <input type="checkbox"/> Housewife     | <input type="checkbox"/> Military    |
| <input type="checkbox"/> Educator            | <input type="checkbox"/> Student       | <input type="checkbox"/> Other       |

(*please Specify*) \_\_\_\_\_

What is the highest level of education you have attained? (*please check one*):

- |  |  |
|--|--|
| <input type="checkbox"/> Elementary school         | <input type="checkbox"/> High School diploma or equivalent vocational training |
| <input type="checkbox"/> Middle School             | <input type="checkbox"/> Bachelor's degree or equivalent vocational education  |
| <input type="checkbox"/> Master's degree or higher | <input type="checkbox"/> Other ( <i>please specify</i> ) _____                 |

### Key Questions

- 1) Are you going to get married soon?
- 2) What kind of wedding are you planning to organize? (Civil? Religious? Both? Classic? Exotic?)
- 3) Will someone in your family be getting married soon?
- 4) What kind of wedding are they planning to organize? (Civil? Religious? Both? Classic? Exotic?)
- 5) How well do you know about "Green Wedding"?
  - 5.1 In your opinion, what is a "Green" Wedding?
  - 5.2 In your opinion, what should be the key attributes or features of a "Green" Wedding?

5.3 In your opinion, what should be the cost of “Green” Wedding?

6) Given the official definitions of “Green” Wedding:

- “Green” wedding emphasizes on its effect to environment by attempting to enhance eco-system and preserve natural resources (Harrison, 2008 cited in Kwon, 2017)
- Not only does “Green” wedding enhance the nature, but it also reduces any unnecessary costs (Breg, 2013).
- “Green” wedding provides green services and eco-friendly material including an eco-venue, items used for wedding (*i.e.* invitation, décor items, wedding dress) and food and beverages (Roth, 2013).

6.1 Would you or your relatives be interested in a green wedding?

6.2 How much likely you would be interested in “Green Wedding” as an option from traditional wedding? (*please circle one number on the following scale*)

Not at all Interested in							Extremely Interested in	
1	2	3	4	5	6	7		

6.3 In your opinion, what elements or features should the green wedding cover? (*i.e.*, Using e-invitation, offering pre-selected meal/course, and choosing nearby wedding venue)

6.4 What kind of “Green” decoration should be included? (*i.e.* Using potted-plant, reusable decorative items, and offering some items to the guests for taking back home)

6.5 What kind of “Green” catering should be included? (*i.e.* Using locally grown ingredients, non-processed food, and biodegradable tableware / product)

6.6 What kind of “green” vendor should be included? (*i.e.* Choosing local and sustainable vendors)

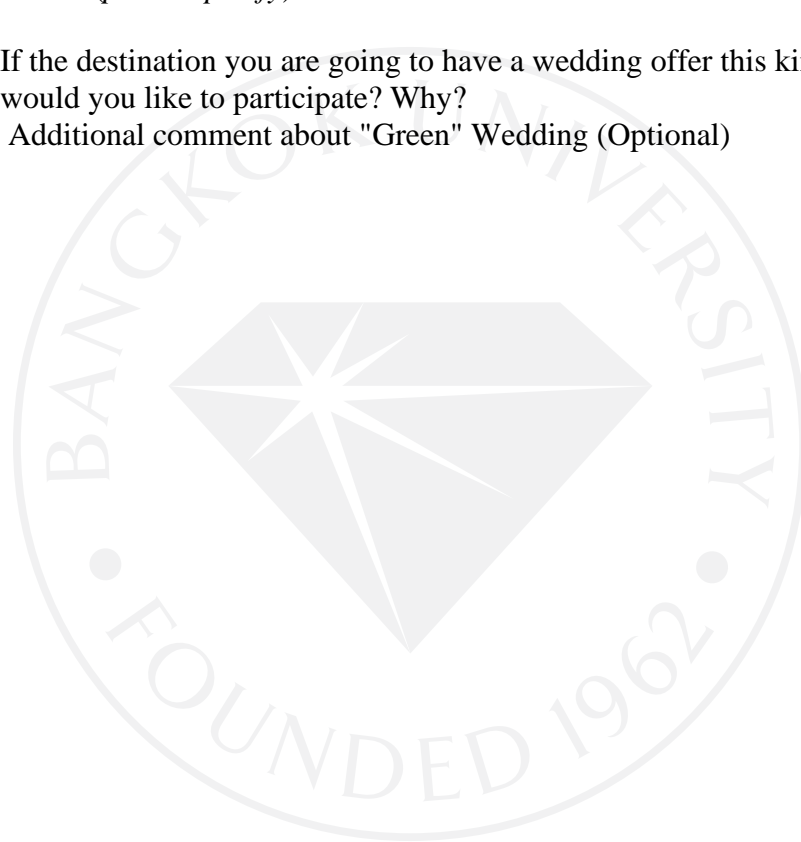
6.4 How much would you be you willing to pay for a “Green” Wedding? Why?

7) In your opinion, what would be the most important reason for you to organize or participated in a “Green” wedding? (*Can choose more than 1 reason*)

- A. Less negative impact to environment
- B. Cost Saving
- C. Global Wedding Trend
- D. Others (please specify)



- 8) In your opinion, which location would be your most preferable place for a green wedding? (*Choose one*)
- A. Beach Resort
  - B. Mountain Resort
  - C. City Hotel
  - D. Banquet Hall
  - E. Towns hall
  - F. Your own house
  - G. Others (*please specify*)
- 9) If the destination you are going to have a wedding offer this kind of wedding, would you like to participate? Why?
- 10) Additional comment about "Green" Wedding (Optional)



## Appendix B: Keywords related to "Green Wedding" from In-Depth Interview

	Nationality	Keywords
1	Chinese	Cozy, No Microphone, Organic lifestyle, Nice and relax clothes, The flower arrangement, The placemat, napkin should be organic, Feel free and relax, Lighting, "Green Wedding" doesn't mean cheap, Wabi-Sabi, Natural material for decoration, Imperfection, E-invitation, Paper, Waste the food, 5-Star Service, Attention to the detail, Wow effect, Reuse, Fresh flowers only, Storytelling, Local, Live band, Mixed cultural music, No spotlight, Green stuffs, Spiritual Trend, Spending money to be back to poor life, Green lifestyle, Private place, Your own house, Beach Resort, Cultural place, Southeast Asia, White color, Green background, Nice and proper decoration
2	American	Physical impact, an outdoor wedding, Environmental impact, Sustainability, Limit usage of single-used item, reusability, Managing our waste collection, Travel sustainability, Reuse decorative items, Local, Same cost as the typical wedding, Sustainable sources are more expensive, Local things expensive, Renting items, Trade off the given choice, More ecological friendly, more sentimental, Locally sources, Organic food, food waste reduction, Sustainable lifestyle, E-invitation, Fresh cut-flowers and greenery, Potted-plants, Take-home gifts, Food waste reduction choices, Low processed food, fruit flowers, Biodegradable products, Charity wedding gift, Pay money for experience, Social enterprise, Green Vendor, Know all supply chain, Quality, Green is just an added-value, Natural Scenery, Beach resorts, Mountain resorts, Do it yourself (DIY)
3	British	Eco-friendly, Less environmental impact, No plastic, Recycled material, Reusable decoration, Take home items, Local organic-grown product, Global trend, Using artificial candle, No electricity used
4	Australian	Natural environment, Eco-wedding, Environmental friendly, Green plants, Biodegradable items, Reusable products, Recyclable products, Veggie meal, Local food, Beach resorts, Saving environment, Lowing global heat

	<b>Nationality</b>	<b>Keywords</b>
5	British	Minimize environmental impact, Using paper containers, Using solar light, Local food & beverages, Less environmental impact, Greenifying, Natural-material decorations, Promise in a jar, Locally-grown ingredients, Reusable items, Balance between desire and budget, Quality service
6	American	Paper flowers, Reusable items, Recyclable products, Outdoor lighting, No electricity, Use music instrument, Solar panels, Environmental impact, Power and resource conservation, Waste reduction, Fresh garden food, Do it yourself (DIY), Eco-friendly, Green Stuffs, Biodegradable wedding dress, Biodegradable aisle runners, No one-time used item, Power saving, Sustainable farming, Non-processed food, Garden, Cost should be 25% less than traditional one, Beach resorts, Cost-saving, Nature and Outdoor scene
7	China	Minimal environmental impact, Cost-barrier, Quality of service, Same cost with the traditional wedding, Using potted-plants, Using reusable items, Offering take-home items, Using supply chain with zero or negative impact to environment, At home Wedding
8	Australian	To preserve the environment, Less expensive wedding, E-invitation, Reusable items, Flowers, trees, Local vegetables, Less plastic used, Using biodegradable tableware, Less impact to coral reef, No carbon footprint, Outdoor scene, Beach wedding, Natural lighting, Using rented decorative items
9	Japanese	Simple, Sustainable, Eco-friendly, Creating intimacy, Quality green products, Organic food, Buying local products, Minimize food waste, Bento set menu, Mountain resorts, Leafy plants for decoration, Farm to table, Cost-saving budget

## Appendix C: Green Wedding Survey

Gender: ☐ Male ☐ FemaleMarital status: ☐ Single ☐ Married

Birth Year \_\_\_\_\_

Which country are you from?

☐ China☐ Australia☐ USA☐ UK☐ Japan

If you are married, how long have been married?

☐ Less than 1 year☐ 1 year☐ 2 years☐ 3 years☐ 4 years☐ 5 yearsOccupation (*please check one*):☐ Professional☐ Managerial☐ Sales☐ Retired, unemployed☐ Office worker☐ Agriculture☐ Labor☐ Housewife☐ Military☐ Educator☐ Student☐ Other*(please Specify)* \_\_\_\_\_What is the highest level of education you have attained? (*please check one*):☐ Elementary school☐ High School diploma or equivalent vocational training☐ Middle School☐ Bachelor's degree or equivalent vocational education☐ Master's degree or higher ☐ Other (*please specify*) \_\_\_\_\_

If you are single, are you going to get married soon?

☐ Yes☐ No

What kind of wedding are you planning to organize (Single) / did you have (Married)?

☐ Civil☐ Religious☐ Exotic☐ Sustainable☐ Other (*please specify*) \_\_\_\_\_1) How well do you know about "Green Wedding"? (*please circle one number on the following scale*)

Not at all	Slightly	Somewhat	Fairly well	Very well
1	2	3	4	5

2) How would you define a “Green Wedding”?

### Definitions of “Green Wedding”

- *Green Wedding* emphasizes on its effect to environment by attempting to enhance eco-system and preserve natural resources (Harrison, 2008 cited in Kwon, 2017)
- Not only does *Green Wedding* enhance the nature, but it also reduces any unnecessary costs (Breg, 2013).
- *Green Wedding* provides green services and eco-friendly material including an eco-venue, items used for wedding (*i.e.* invitation, décor items, wedding dress) and food and beverages (Roth, 2013).

3) After reading the definition above, how well do you know about “Green Wedding”? (*please circle one number on the following scale*)

Not at all	Slightly	Somewhat	Fairly well	Very well
1	2	3	4	5

4) How much likely you would be interested in “Green Wedding” as an option from traditional wedding? (*please circle one number on the following scale*)

Not at all Interested	Slightly Interested	Moderately Interested	Quite Interested	Extremely Interested
1	2	3	4	5

5) How important are the following location to you when having a “Green wedding”? (*please circle one number on the following scale*)

Attributes / Features	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
On the Beach	1	2	3	4	5
On the Mountain	1	2	3	4	5
At Home	1	2	3	4	5
At Destination resort	1	2	3	4	5
At City Hotel	1	2	3	4	5

- 6) How important are the following ambiance to you when having a “Green Wedding”? (please circle one number on the following scale)

Attributes / Features	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Feeling Cozy	1	2	3	4	5
Feeling Intimacy	1	2	3	4	5
Nature Scene	1	2	3	4	5
Outdoor	1	2	3	4	5

- 7) In your opinion, how much likely the following lifestyle impact a “Green Wedding”? (please circle one number on the following scale)

Attributes / Features	Not at all	Slightly	Moderately	Fairly	Extremely
Organic Living	1	2	3	4	5
Wabi-Sabi Style	1	2	3	4	5
Sustainable living	1	2	3	4	5
Eco-friendly	1	2	3	4	5

- 8) How important are the location of suppliers for a “Green Wedding”? (please circle one number on the following scale)

Attributes / Features	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Local Production	1	2	3	4	5
Local Products	1	2	3	4	5
Local Raw Material	1	2	3	4	5
Local Food	1	2	3	4	5

- 9) How important are the following waste management methods to you when having a “Green Wedding”? (please circle one number on the following scale)

Attributes / Features	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Recyclable Material	1	2	3	4	5
Food Waste Reduction	1	2	3	4	5
No Plastic Used	1	2	3	4	5
No Single Used Item	1	2	3	4	5
Reusable Set Up	1	2	3	4	5

- 10) How important are the eco-friendly decorative items to you when having a “Green Wedding”? (please circle one number on the following scale)

Attributes / Features	Not at all Important	Slightly Important	Moderately Important	Fairly Important	Very Important
Potted Plants	1	2	3	4	5
Rented Tableware	1	2	3	4	5
Biodegradable Items	1	2	3	4	5
Artificial Candles	1	2	3	4	5
Natural Light	1	2	3	4	5

- 11) How much do you think would be the cost of a “Green wedding” compared to traditional one? (Can choose more than one)

**Wedding Costs**

- ☐ Green Wedding > Traditional Wedding
- ☐ Green Wedding = Traditional Wedding
- ☐ Green Wedding < Traditional Wedding

- 12) If the destination you are going to offer “Green wedding” package, would you like to consider it as an option?

- ☐ Yes
- ☐ No
- ☐ Not sure

- 13) How would you be willing to pay for the following costs to have a “Green Wedding”? (*Please select one*)

**Willingness to pay**

- ☐ 10% < Traditional Wedding
- ☐ 15% < Traditional Wedding
- ☐ 20% < Traditional Wedding
- ☐ 25% < Traditional Wedding
- ☐ Equal to Traditional Wedding

**Willingness to pay**

- ☐ 10% > Traditional Wedding
- ☐ 15% > Traditional Wedding
- ☐ 20% > Traditional Wedding
- ☐ 25% > Traditional Wedding

- 14) In your opinion, how much would be the acceptable budget for food and decoration for “Green Wedding”?

- ☐ ≤ USD 99 per guest
- ☐ USD 100 – 149 per guest
- ☐ USD 150 – 199 per guest
- ☐ ≥ USD 200 per guest

- 15) In your opinion, how much would be the acceptable budget for an accommodation including the average of 1 room nights for “Green Wedding”?

- ☐ ≤ USD 334 per guest
- ☐ USD 335 – 667 per guest
- ☐ USD 668 – 999 per guest
- ☐ ≥ USD 1,000 per guest

- 16) Additional comment about "Green" Wedding



## Appendix D: The Respondents' Definition for "Green Wedding"

No.	Country	Description
1	China	Somewhere that fell like forest
2	China	Happy
3	China	Wedding with minimal decor and low footprint
4	China	Lots of tree and organic stuffs
5	Australia	a sustainable wedding that is eco friendly
6	China	In the green park.
7	Australia	it's an ecological Wedding
8	Australia	like a eco friendly wedding
9	Australia	yes
10	Australia	Source green
11	China	wedding with low effect to environment
12	China	I dont know
13	China	eco-friendly wedding
14	Japan	save and clean the earth
15	China	Wedding which is not very expensive
16	China	Maybe
17	Australia	A green wedding or an eco-friendly wedding is any wedding where the couple plans to decrease the ecological impact of their special event on the planet. Couples plan their weddings by integrating eco-friendly alternatives, such as eco-friendly invitations, flowers, dress, photography, and more
18	China	Save money
19	China	Safe the world, simple
20	China	Google
21	Japan	less of waste, friend of nature
22	USA	Wedding theme with the save earth
23	China	good
24	China	eco-friendly
25	China	I don't now
26	China	-
27	China	Interesting
28	Japan	Zero Waste Wedding Theme
29	Japan	Eco wedding
30	China	Less is more
31	China	Minimal wedding with nature
32	China	friendly with environment.
33	China	Good

No.	Country	Description
34	China	It good
35	China	Minimal, small group of people, environmental care
36	China	Eco friendly wedding. Small wedding. Simply
37	China	Eco friendly wedding
38	Japan	environmental friendly
39	China	eco and simply but elegant
40	China	just ok
41	Japan	Low cost & Low waste wedding
42	China	ok
43	Japan	The wedding that made by natural or eco-friendly items.
44	Japan	Natural
45	Japan	yes
46	Australia	I am not sure what a green wedding is? is it an environmental friendly wedding? a wedding where the theme is green?
47	Japan	I have no idea
48	China	normal
49	USA	Eco friendly wedding
50	Japan	Concern to the environment
51	Japan	Natural and environmental concerned wedding
52	USA	Economic and environment friendly
53	China	Organized in the garden
54	USA	Econimical
55	Japan	Minimize cost , time , cost
56	Japan	The wedding that has least impact to environment
57	China	The wedding event that use the green product and less the cost, not harmful the nature
58	China	Minimizing the garbages and maximizing valuable
59	Japan	Simple and eco wedding
60	Japan	it is very peaceful and closer the nature
61	Japan	green color theme
62	USA	Natural theme
63	USA	Environmentally friendly
64	Australia	eco-friendly, sustainable wedding
65	Japan	I have no idea
66	China	Simple, simple , simple
67	China	Nuture
68	Japan	no idea

No.	Country	Description
69	Japan	Organized in the garden, using beautiful salad greens. After finished, give the cowrkers home.
70	Japan	Small wedding And organize events in the midst of nature, focusing on flowers at weddings
71	Australia	an eco-friendly wedding
72	Australia	is a eco-friendly wedding
73	Japan	Sorry I don't have any idea, but the question seem like researching for who thinking about wedding in the future?
74	Australia	A green wedding or an eco-friendly wedding is any wedding where the couple plans to decrease the ecological impact of their special event on the planet.
75	China	SORRY, I DON NOT KONW.
76	Japan	The wedding that that organized under the theme of sustainable and eco-friendly, like zero wastes and the stuffs in the wedding is re-useable.
77	China	Economic healthy and environmentally friendly
78	Japan	Natursl and conservative
79	Japan	sustainable, local and eco friendly wedding
80	Japan	Safe energy and low usage of waste
81	Japan	Not destroy natural
82	Australia	A wedding with the environment in mind. Lots of re-usable / sustainable practices used throughout the wedding.
83	Japan	nature
84	Japan	Eco product and food
85	Japan	I'm not sure.
86	China	Environmental
87	China	Eviromenrtal protection, do not need to spend so much money, to be nature and comfortable
88	Japan	A wedding that is eco-friendly, uses materials that are environmentally sustainable, and things that are used at the wedding do not go to waste after one use
89	USA	Eco-friendly, leave less or no carbon footprint
90	Australia	Garden wedding
91	China	maybe
92	China	It is any wedding where the couple plans to decrease the ecological impact of their special event on the planet
93	China	Digital invitation, rent wedding dress, green place
94	China	Nature

No.	Country	Description
95	China	A green wedding is any wedding where the couple plans to decrease the ecological impact of their special event on the planet. Couples plan their weddings by integrating eco-friendly alternatives, such as eco-friendly invitations, flowers, dress, photography, and more.
96	China	less cost and simple
97	China	I don't think it
98	China	I don't know, but I guess it didn't cost much but very meaningful.
99	China	i don't know
100	China	There is no waste or pollution
101	China	Good
102	Australia	eco-friendly, less impact to environment less to zero waste
103	China	express love to the earth
104	Australia	I would assume it is environmentally friendly
105	China	use local product I can find in neighbourhood.
106	Australia	An eco-friendly wedding
107	Australia	I think it's meant to be ecofriendly.
108	Australia	creating less impact to environment with reduced waste, energy consumption,
109	Japan	An eco-friendly wedding in the nature
110	Japan	Environment friendly wedding
111	Japan	Surrounded by greens??
112	Australia	A wedding where every aspect is planned so that it is friendly to the environment.
113	Australia	A low-energy, low-pollution, back-to-nature wedding ceremony.
114	Australia	its cool.
115	Australia	A wedding that makes a big effort to have a minimal impact on the environment. Using second-hand items to decorate for example.
116	Australia	Do not know what a green wedding is
117	Australia	Without knowing anything about it, I would assume that it is an environmentally friendly wedding, or one that takes place out in nature.
118	Australia	Environmentally friendly wedding

No.	Country	Description
119	Australia	One where all the elements are ecologically friendly, eg no plastic used in the decorations, all recyclable materials, and guests don't need to travel far (or arrive together eg on a bus rather than in individual cars). That would be my guess.
120	Japan	A wedding ceremony that is eco-friendly and in a natural environment.
121	Australia	It is a eco-friendly wedding to ensure the carbon footprint is decreased and we leave this planet habitable, and liveable for the generations to come - both flora and fauna.
122	Australia	One that uses local food, reduces or eliminates plastics, is carbon neutral, you use recycled or upcycled decorations and clothes, you try and leave little environmental impact.
123	Australia	Ecological wedding
124	Australia	SOURCE GREEN
125	Japan	Something eco-friendly, I assume.
126	UK	A wedding that is carbon neutral.
127	UK	No waste of electricity and no pollution.
128	UK	Sustainable, environmentally friendly, reduced waste.
129	UK	Eco freindly
130	UK	A wedding outside
131	UK	A wedding that consists of environmentally friendly elements and probably vegan food.
132	UK	wedding with eco-theme. Many people who are living ecologically want to have even their wedding eco.
133	UK	Green wedding, in my opinion, is when a wedding event is organized with special cognizance to the effects of the events on the environment.
134	UK	A wedding with plants/eco friendly
135	UK	It is an eco-friendly wedding.
136	UK	Natural/Nature
137	UK	eco-friendly
138	UK	Environmentally friendly

No.	Country	Description
139	UK	A green wedding is one that is eco-friendly and conscious of the consumption of resources used than that of what would be used in a traditional wedding. This can include recycling waste, choosing a sustainable venue and even neglecting to participate in traditional practices that could be considered unsustainable such as buying diamond rings. Many people who live green lifestyles believe it is necessary to continue the lifestyle by making sure their weddings are green as well. Others choose green weddings to raise awareness to others of how sustainability is important in daily activities and celebrations. The largest factor that contributes to the growing number of green weddings is the impact wedding celebrations can have on the environment. Many argue that without being conscious of practices and items used, the average wedding can generate a large amount of waste.
140	UK	environmentally friendly
141	UK	A wedding ceremony conducted in a garden, park or open space.
142	UK	A healthy wedding
143	UK	Hire crockery and glasses to avoid disposables, and recycle whatever you can, including bottles and cans. On the drinks front, look out for organic wines and soft drinks, and local beers or ciders.
144	UK	Environmentally Friendly Wedding
145	UK	environmentally friendly
146	Australia	A green wedding or an eco-friendly wedding is any wedding. Couples plan their weddings by integrating eco-friendly alternatives, such as eco-friendly invitations, flowers, dress, food.
147	UK	green wedding is the most needed wedding model nowadays.this is the wedding type that go with nature.the wedding based on Eco friendly ,dresses invitation and other factors oriented with nature.consumption of goods is more conscious in these type of weddings
148	UK	vegans, out in the woods spending no more
149	UK	Green Card Marriage. Not love marriage

No.	Country	Description
151	USA	<p>A green wedding is one that is eco-friendly and conscious of the consumption of resources used than that of what would be used in a traditional wedding.[2] This can include recycling waste, choosing a sustainable venue and even neglecting to participate in traditional practices that could be considered unsustainable such as buying diamond rings.[3] Many people who live green lifestyles believe it is necessary to continue the lifestyle by making sure their weddings are green as well. Others choose green weddings to raise awareness to others of how sustainability is important in daily activities and celebrations. The largest factor that contributes to the growing number of green weddings is the impact wedding celebrations can have on the environment. Many argue that without being conscious of practices and items used, the average wedding can generate a large amount of waste. One key concept for keeping a wedding eco-friendly is to ensure that the items being used will not quickly become waste, mainly one-time disposable items such as hosiery, plates, cups, ornaments, or wedding favors. Many green weddings have instead opted for borrowed or recycled items. Another option chosen is to rent items needed for the wedding instead of buying all new equipment/decorations instead to control the amount of waste that could be created.[5] In other matters that consist of planning a wedding, the main basis is to prevent or reduce all harmful impacts that could be placed on the environment either directly or indirectly by resources used for the wedding. The average wedding produces 400 lbs of garbage and 63 tons of CO<sub>2</sub>. [6] Together, American weddings are equivalent to 8.3 million cars driving on the road for a year. This can include flowers, paper (invitations), textiles (dress, suits), gas emissions (transportation), and everything else that can occur from the wedding. Food is one important factor that affects how sustainable a wedding is. Some planners choose to get all their food supplied by local/organic growers to help eliminate the amount of chemicals that would have been used in the growing of the food or the transportation of it. Wedding cakes are generally made out of all organic ingredients as well to reduce the chemicals used in the production of the ingredients.[11] Many sustainable practices that are done in green weddings are to have the leftovers composted after or to have untouched meals donated to local charities. One of the biggest contributors to waste that can be generated is the wedding dress. Many argue that one of the ways to continue with a sustainable wedding to use a dress that can be re-worn or borrowed from another. This eliminates the one-time use principle violation. Also choosing a wedding dress that is made out of organic fiber ensures that the garment had minimal</p>



		impact on the environment during its production. Many green brides opt to purchase a vintage/second hand dress and have it altered instead of buying a new dress. Other brides choose to sell or donate their dress after the wedding or have it recycled to create a new garment.
No.	Country	Description
152	UK	An eco-friendly wedding is any wedding where the couple plans to decrease the ecological impact of their special event on the planet. Couples plan their weddings by integrating eco-friendly alternatives, such as eco-friendly invitations, flowers, dress etc.,
153	UK	I imagine it's a eco-friendly wedding
154	UK	Eco Concious
155	Australia	GREENERY TRANSPORTATION
156	Australia	Maybe a wedding which is environmentally aware and endeavours to reduce consumerism/environmental impact whilst planning and conducting the wedding.
157	USA	A wedding with a low carbon footprint.
158	UK	Environmental friendly wedding
159	UK	natural marriage
160	UK	A green wedding is one that is eco-friendly and conscious of the consumption of resources used than that of what would be used in a traditional wedding
161	UK	An eco friendly wedding
162	UK	Environmentally friendly
163	Australia	conducting marriage without affecting environment
164	Australia	GREEN YOUR TRANSPORTATION
165	UK	I am guessing where everything involved is eco friendly and sustainable.
166	USA	An all Vegan menu. All sustainable and recycled, and reused products.
167	USA	It is an environmentally correct and sustainable wedding taking into mind remaining respectful of the earth.
168	USA	I have no idea, I've never heard of this term before.
169	USA	wedding is one that is eco-friendly and conscious of the consumption of resources used than that of what would be used in a traditional wedding
170	USA	Sounds like something that would have no waste or something that is in nature and tries to have minimal impact on the environment.
171	USA	Eco friendly wedding
172	USA	Limit use of plastics and non-renewable goods, no long distance travel



No.	Country	Description
173	USA	its a type of wedding is one that is eco-friendly and conscious of the consumption of resources used than that of what would be used in a traditional wedding
174	USA	one that uses products good for the enviroment
175	USA	wedding is one that is eco-friendly and conscious of the consumption of resources used than that of what would be used in a traditional wedding
176	USA	A wedding that minimizes it's ecological impact.
177	USA	One that uses sustainable materials and cuisine.
178	USA	The next generation type of marriage.
179	USA	I would think a green wedding is an eco friendly event. An event that doesn't produce a lot of waste, its an outdoor wedding and uses items that are good for the environment.
180	USA	totally sustainable and does not abuse the environment
181	USA	eco-friendly
182	USA	Very natural with little environmental impact.
183	USA	green wedding is one that is eco-friendly and conscious of the consumption of resources used than that of what would be used in a traditional wedding
184	USA	A green wedding or an eco-friendly wedding is any wedding where the couple plans to decrease the ecological impact of their special event on the planet. Couples plan their weddings by integrating eco-friendly alternatives, such as eco-friendly invitations, flowers, dress, photography, and more.
185	USA	A wedding that is eco-friendly.
186	USA	Sounds like an environmentally friendly wedding
187	USA	eco friendly weddings
188	USA	enviromental wedding outside.
189	USA	Lots of plants
190	UK	A green wedding is an Eco_friendly one
191	China	Sustainable, reusable, recyclable wedding

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Day 18 Month January Year 2020

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