

MARREO 

**Interview Wedding Survey**

**Fall in Love Wedding Fair**

**5 October 2014 at VivoCity**

## Wedding Survey 2014

1. Are you married? Yes / No

2. Do you have any idea/previous experience (helping out friends/relatives) on planning a wedding? Yes / No

3. Have you decided your wedding day? How do you decide your wedding day?

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4. When choosing the bridal items or wedding vendors, what was your priority of decision?

Quality

Design

Price

Service

Others Please specify: \_\_\_\_\_

5. How do you plan your wedding?

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6. What are some of the difficulties you faced while planning your wedding?  
(eg. Listing out to-dos, planning budget, looking for shops etc)

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7. Do you plan to engage a wedding planner for your wedding? Yes / No  
Please specify your reason:

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8. What are the pros and cons when engage a wedding planner?

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9. If there is a wedding planner application, would you use it? Yes / No  
Please specify your reason:

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10. What features would you like to see in a wedding planning application?  
(eg. scheduling, budget planning, looking for shops)

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Name:  Occupation:

Contact Number:  Email:

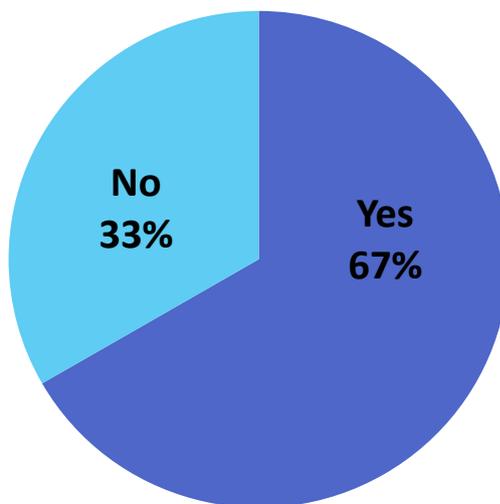
# Wedding Survey Results

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## 1. Are you married? Yes / No

6 out of 10 of the interviewees were already married. The remaining 4 interviewees were all in the midst of planning their wedding.

## 2. Do you have any idea/previous experience (helping out friends/relatives) on planning a wedding? Yes / No



The purpose of asking this question was to get a rough idea if couples had a gauge of how to start their wedding planning process from past experience.

## 3. Have you decided your wedding date? How do you decide your wedding date?

Out of the 4 interviewees who were planning to get married, all 4 had already decided on their wedding date.

2 out of the 4 interviewees said that the date was decided by their parents, while 1 said that she and her fiancé just chose a month they would like to have their wedding and tried to confirm available venues for this month. Their wedding date was determined by the date they managed to get their desired venue for. The last interviewee said that their wedding date was determined by when they could get a venue.

# Wedding Survey Results

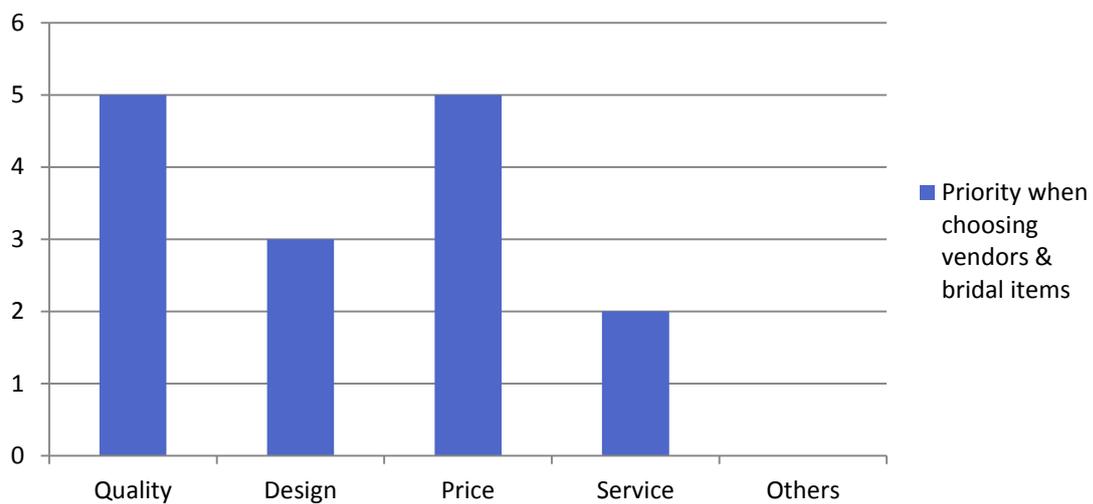
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4. When choosing the bridal items or wedding vendors, what was your priority of decision?

- Quality
- Design
- Price
- Service
- Others

Please specify: \_\_\_\_\_

**Priority when choosing vendors & bridal items**



# Wedding Survey Results

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## **5. How did you start planning your wedding?**

8 interviewees said they started their wedding planning process by securing a venue. The other tasks that had to be done flowed through once the venue had been booked.

3 interviewees hired a wedding planner to help the couple with planning out their wedding.

1 interviewee mentioned that all their family and friends were of big help during wedding planning. They split the tasks immediately and costs and completion of tasks was recorded manually and communicated over the phone respectively.

2 interviewees started by searching for vendors and bridal items and 1 interviewee purchased bridal and wedding items even before securing a wedding venue.

## **6. What are some of the difficulties you faced while planning your wedding? (eg. Listing out to-dos, planning budget, looking for shops)**

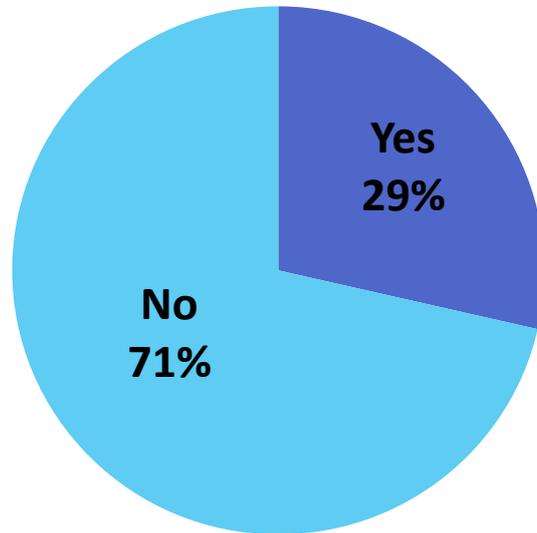
Here are some of the difficulties the interviewees mentioned:

- Figuring out the guest list i.e. number of people, whether they drive and their dietary preferences
- Planning out and sticking to the budget
- Getting a venue based on our budget

# Wedding Survey Results

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7. Do you plan to engage a wedding planner for your wedding? Yes / No



The survey findings show that most of our interviewees do not want to engage wedding planning services unless really required.

# Wedding Survey Results

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## 8. What are the pros and cons when engage a wedding planner?

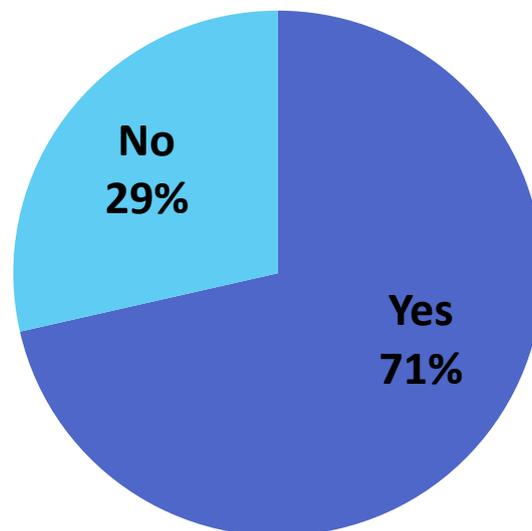
Here is a list of some of the pros and cons mentioned by our interviewees.

Pros	Cons
<p>Convenience.</p> <p>“Both my husband and I were working so we needed to engage a wedding helper to help us plan out our wedding. We did not have any special requests so it was pretty easy to communicate with the planner. “</p>	<p>Conflicting interests</p> <p>“You and your wedding planner have different ideas, conflict of interests.”</p>
<p>Assistance.</p> <p>“I do not know what to do and I have no experience with wedding planning so engaging a wedding planner was good because it helped me with almost everything.”</p>	<p>Too expensive.</p> <p>“Hiring a wedding planner might bust our budget.”</p>

# Wedding Survey Results

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9. If there is a wedding planner application, would you use it? Yes / No  
Please specify your reason:



More than half of the interviewees did not mind trying out a wedding planning application.

10. What features would you like to see in a wedding planning application?  
(eg. scheduling, budget planning, looking for shops)

Some of the main ideas proposed by the interviewees were to have a timeline planner, list of vendors based in Singapore and comparisons between them.