

PROMOTION STRATEGIES FOR INCREASING TRAFFIC IN CUSTOMER JOURNEY

RESEARCH STUDY FOR LAROSSA LUXURY WEDDINGS BV - THE NETHERLANDS



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ABSTRACT

The purpose of this research is to investigate the characteristics and the customer journey of couples in the USA who are interested in vow renewals. The study examines which promotion tools are the most suitable for this group at every stage in their customer journey by the use of five stages of a purchase funnel: awareness, familiarity, consideration, purchase, and loyalty. A total of 137 respondents for the survey in the field research were used to investigate their customer profile and customer journey. Besides a field research, also a desk research is conducted to obtain the required background information for the field research and for finding out which promotion tools are effective in the international wedding industry. The research results contribute to the development of a promotion plan as advice for the wedding company Larossa Luxury Weddings in The Hague, the Netherlands.

PREFACE

This thesis is written to partly fulfill my Bachelor in International Hospitality and Hotel Business Management at Saxion University of Applied Sciences in Apeldoorn.

I would like to thank my supervisor Ms. Tatiana Alekseeva for her insightful guidance and support during the process of my thesis. The meetings and consultations were highly valuable since it constantly moved me in the right direction, educationally but also mentally.

Furthermore, I would like to express my thanks to the client, Ms. Beatrice Betley, who inspired me with her enterprising attitude. Finally, I would like to thank my friends and family who have supported me throughout the process of completing this thesis.

Arnhem, August 20, 2017

Janica Bonestroo

BRIEF SUMMARY

The international wedding industry is an industry that constantly moves to all types of target groups due to the rapid developments in technology, social media and possibilities to communicate with each other. Wedding professional nowadays are consistently busy with adapting to the society and the demand of the society. This way of moving through the wedding business industry makes wedding companies alert. One of these wedding companies is Larossa Luxury Weddings, an international wedding company located in The Hague, the Netherlands. This wedding company has tracked one of the developments in the USA namely, the demand for vow renewals.

This situation has created the ambition for the wedding company to gain more professional knowledge about this development and the type of customer within this development to attract and acquire actual customers from this potential segment. This thesis investigates the required information about the characteristics, perspectives, and experiences of this type of customer.

Therefore, the management problem is converted to the following management question:

"How can Larossa Luxury Weddings increase traffic in the customer journey of wedding couples from the USA, who are interested in vow renewals, towards the services of the company?"

For the creation of a suitable promotion plan for the wedding company, a promotion plan has been developed that contains required information about the potential customer with its characteristics, perspectives, and experiences. The characteristics of the potential customer are examined by the use of a customer profile containing socio-demographic characteristics and behavioral characteristics. The perspectives and experiences are investigated by the use of a model of McKinsey (2009) called, the purchase funnel with the five stages: awareness, familiarity, consideration, purchase and loyalty. These five stages are essential for obtaining detailed information about the experiences through the customer's eyes. Other important insights for the management problem are insights into effective and preferred promotion tools in the wedding industry and on every stage in the customer journey of the potential customer.

The investigation on the three core concepts of promotion tool, customer profile and customer journey, contribute to a well-substantiated answer to the management question and to the development of a suitable promotion plan for Larossa Luxury Weddings.

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CHAPTER 1

INTRODUCTION

This chapter introduces the research of this study including background of the client and company of the research, the reason for the study, the management problem with the management question for the study, the advice objectives with the required information for formulating the advice and the research objectives with research questions and its sub questions.

1.1 Background

This project is developed for the company 'Larossa Luxury Weddings,' an international focused wedding company, located in The Hague, the Netherlands. The company aspires to provide exclusive and luxury weddings for couples with demand for a wedding in Europe, because of their interests, beliefs, and cultural trends. The company is a full-service wedding planning company, orchestrating designed weddings for couples who can spend a higher than average wedding budget. The core business of the company is to offer all types of luxury weddings throughout Europe, personalized and curated by the wedding couple and Larossa together. According to Beatrice (B. Betley, personal communication, January 2017), one of the current significant USP's of the company is its location: the company is based in the logistic heart of Europe. The office can be easily accessed from the big cities in Europe by the possibilities of trans-continental hubs. Furthermore, the company is in possession of a large number of international partners and works together with international markets such as Russia, the US, and the UK. Beatrice Betley, the owner of the company, has been successfully involved in the wedding industry as a professional wedding planner, fashion and interior designer and founder of another international wedding company. Larossa Luxury Weddings has recently been started (November 2016) and aspires to obtain professional knowledge about promoting the services of the company. Due to the beginning position of the company, there is no financial data available yet such as the annual turnover. Commissions are sometimes offered by vendors, which percentages vary from 5-10% of the invoice (B.Betley, personal communication, January 2017).

1.2 Reason for the study

In the wedding industry, it is essential to track trends and developments to acquire potential customers. Wedding professional nowadays have to constantly balance new and old, efficiency and etiquette, and then present it seamlessly to a multi-generational audience (Audrain, 2013). This provides a reason for the company to focus its services on potential customers in the wedding industry. According to the client and its international partners, there is a high demand for wedding vow renewals in the USA market. Also, the large number of advertisements about vow renewal ceremonies on the internet reflects the competing behavior between wedding planners in the USA. For this reason, the company strives to promote its services among the potential segment in the wedding industry, consisting of wedding couples in the USA who want to renew their wedding vows. These types of customers will be the target group of the thesis project. The aim of promoting the company is to increase brand awareness but mostly to increase traffic from the target group towards the services of the company.

In order to increase traffic from the target group, important insights are required to understand how to apply suitable promotion strategies. For the development of a promotion plan, the characteristics of the target group need to be examined in order to create promotion strategies that connect to the needs of the customers. Examining the customer profile will provide sufficient insights into the needs and characteristics of the target group. However, a customer profile only partly contributes to the development of a strategic promotion plan. Therefore, a deeper insight into the perspectives and experiences of the customer when they encounter the company is required.

Insights into the customer's perspectives and experiences with the company contribute to more accurate insights for the development of promotion strategies. The management problem which is derived from this issue is converted to the following management question:

"How can Larossa Luxury Weddings increase traffic in the customer journey of wedding couples from the USA, who are interested in vow renewals, towards the services of the company?"

Traffic means that it 'constitutes the mass of visitors to an Internet website or to an advertisement that can potentially be converted into sales or advertising revenue' (Benbunan-Fich, 2004). In this thesis, traffic is focused on the movement of customers towards the services of the company, so that it can potentially be converted into sales or advertising revenue. This movement can be expressed in many ways, such as a short attention, a decision or a purchase.

The answer to the management question has the purpose of acquiring insights into the development of the promotion strategy that will be designed for the client based on the outcomes of the research for the project. The purpose of this project is to support the company to understand and explore which promotion tools should be chosen to achieve the company's goal by examining the customer profile and customer journey of the target group.

A customer profile is 'a way of describing a consumer or customer categorically so that they can be grouped for marketing and advertising purposes' (DeVault, 2016). Examining the customer profile of wedding couples in the USA will provide insights into the needs, interests and characteristics of the group which makes it more feasible for the company to attract them by promotion strategies that seamlessly connects to the specific characteristics of the group. According to Richardson (2010), the customer journey is 'the fundamental piece of knowledge you need for a thorough understanding of the journey that customers take with your company.' Examining the customer journey of the target group provides access to a deeper insight into the perspectives and experiences of customers which are not only essential for developing a suitable promotion strategy but also to assess the quality of the company's services.

1.3 Objectives of the advice and research

The objective of the advice is to develop a promotion plan for the company that contributes to the increase of traffic in the customer journey of potential customers for Larossa Luxury Weddings. The advice of the thesis contains a description of developed promotion strategies that matches and connects with the needs, habits, and experiences of potential customers. Furthermore, it includes a financial overview of the selected promotion strategies and an overview of the implementation of the chosen strategies by a PDCA cycle. For the development of a strategic promotion plan, advice questions are made as an approach to the structure and form of the advice.

Advice questions	
Segmentation	1. What is the customer profile of potential customers for Larossa Luxury Weddings?
Targeting	1. Which promotion tools are preferred on every stage in the customer journey of potential customers?
Financial component	1. Which costs will be part of the selected promotion strategies? 2. What is the cost-benefit analysis for the selected promotion strategies?

The objective of the research is to gain insights into the customer profile and customer journey of wedding couples in the USA in order to select the right promotion tools for Larossa Luxury Weddings. The purpose of the research is also to study and explore, whether socio-demographic and behavioral characteristics such as the customer's household composition, lifestyle and social environment influences the customer's choice for selecting the company or not. Furthermore, the objective is also to provide valuable information to Larossa Luxury Weddings to understand which promotion tools are mostly preferred on every stage of the customer journey for the target group based on their characteristics, needs, and perspectives.

In summary, the objectives of the research are: (i) **to gain insights into the customer profile and customer journey of the target group.** (ii) **To find out which socio-demographic and behavioral characteristics are distinctive for the target group.** (iii) **To find out which promotion tools are mostly preferred by potential customers on every stage in their customer journey.**

1.4 Research questions

To create a valid and reliable advice on the management question, three research questions have been formulated that form the basis for the advice. The first research question examines the promotion tools that are being preferably used in the wedding industry. This is conducted by means of a **desk research** to collect and process existing information about potential promotion tools in the wedding industry. The desk research has been conducted before and during the field research in order to obtain the necessary background information for the field research.

1 What are the promotion tools for services in the wedding industry?

The second research question examines the customer profile of wedding couples in the USA who are interested in vow renewals and is conducted through a **field research**.

2 What is the customer profile of wedding couples in the USA who are interested in vow renewals?

2.1 What are the socio-demographic characteristics of wedding couples in the USA who are interested in vow renewals?

2.2 What are the behavioral characteristics of wedding couples in the USA who are interested in vow renewals?

The last research question provides insights into the customer journey of the target group and is also conducted by using a **field research**. The elements of the customer journey are derived from the theory of McKinsey (2009) and will be further explained in the theoretical framework.

The sub questions need to lead to answers that will provide insights into the customer's perspectives on every stage in their customer journey.

3 What is the customer journey of potential customers for Larossa Luxury Weddings?

3.1 Which promotion tools influence the customer in their first encounter with the company?

3.2 Which promotion tools influence the customer during their search process to information about the company?

3.3 Which promotion tools influence the customer when they consider choosing the services of the company?

3.4 Which promotion tools influence the customer when they purchase the services of the company?

3.5 Which promotion tools influence the customer when they experience the company's services positively?

The answers to the research questions and sub questions clarify the characteristics of the customer profile and customer journey of the target group. Furthermore, it also provides insights into popular and relevant promotion tools that is being used in the wedding industry. The questions that belong to the concept of the customer journey are elaborated by the use of a purchase funnel which will be thoroughly explained in chapter 2.

CHAPTER 2

THEORETICAL FRAMEWORK

The aim of this chapter is to review the concepts of the thesis and the theories that are relevant to the core concepts. The three core concepts which will be discussed in this chapter are as follows: customer profile, customer journey and promotion tool. These three core concepts are derived from the three research questions: 'What is the customer profile of wedding couples in the USA?', 'What is the customer journey of potential customers for Larossa Luxury Weddings?' and 'What are the promotion tools for services in the wedding industry?'. In order to answer these research questions, insights into the core concepts are needed. Furthermore, the connection between the core concepts will also be discussed in this chapter to provide a better understanding of the research and advice objectives. In order to gain insights into the search process of the theoretical framework, an explanation in Appendix A is provided on page 57.

2.1 Promotion tool

According to Ndubisi and Moi (2005), promotion tools "used strategically not only increase brand awareness but also encourage to buy a new product." This is an essential aspect of this thesis since promotion tools will be used for the company to increase brand awareness, traffic and to encourage customers to choose for the services of the company. Furthermore, Mittal and Sethi (2011) explain from their study that many companies use promotion tools to motivate people for new product trials. Promotion tools are also often called as 'sales promotion tools' since the tool is used to motivate and stimulate the customer for the decision making and purchase. Another point of view of sales promotion tools comes from Solomon et al (2008) and Kotler and Armstrong (2003). They all agree that sales promotion is 'aiming to influence consumer buying behavior by introducing a new brand which is going to be targeting the customers who have no previous experience with it.' This applies to the case of Larossa since the company has to deal with introducing its new brand to the target group, who might have no experiences yet with vow renewals in Europe or with vow renewals at all.

Ajanshrestha (2015) mentions that effective promotion tools consist of coupons, price discounts, free samples, Point of Sale (POS) displays and premium. A premium is an offered free product or with a low price in return for the purchase of one or many products/services. Kotler (2010) argues that promotion tools are categorized into five different stages: Advertising, sales promotion, personal selling, public relations and direct marketing. These five stages including all possible promotion tools have been operationalized by means of a tree diagram and can be found in Appendix C.

Another powerful promotion tool is the use of social media websites. Social media websites provide an opportunity for companies to engage and interact with potential and current consumers, to encourage an increased sense of intimacy of the customer relationship, and build all important, meaningful relationships with consumers (Mersey, Malthouse, & Calder, 2010) especially when promoting a brand or product to a target group abroad.

Another important and valuable promotional tool according to Mason (2008), is the strategy of word of mouth. He states that 'promotional activities that encourage people to talk about the company or product, should be used as each activity could escalate through word of mouth to create strong and positive brand images and beliefs.'

This is an essential statement of this thesis since the goal of the thesis is to increase traffic towards the services of Larossa Luxury Weddings. This means that word of mouth might be an essential tool for generating traffic in the customer journey of potential customers.

In conclusion, a promotion tool motivates and stimulates the purchase of a customer in their decision-making process besides increasing brand awareness, traffic and traction. Furthermore, based on the literature findings, it can be concluded that sales promotion is a powerful tool for the sustain of competitive advantage, increasing sales and influencing consumer's behavior by introducing a new brand to customers who have no previous experiences with the brand. Another powerful tool that is able to generate traffic and traction in the customer journey of potential customers is when promotion is spread by word of mouth advertising. All these aspects of the core concept are relevant and important for the objective of the research since the aim of the thesis is to increase traffic and traction in the customer journey of potential customers.

2.2 Customer profile

Since this thesis is focused on increasing traffic to the services of the company, the customer profile is an essential concept that requires more clarification. According to DeVault (2010), a customer profile is 'a way of describing a consumer or customer categorically so that they can be grouped for marketing and advertising purposes.' This means that the products or services of a company can be related to the categories in which the customers are divided into and to their characteristics. This goes in line with the statement of Wiedmann, Buxel and Walsh (2001) that a customer profile is a representation of user's habits and interests that support one-to-one marketing concepts. Important characteristics of a customer profile are socio-demographic characteristics and behavioral characteristics. According to Kotler (2010), also geographic and psychographic segmentation is being used for a customer profile. However, it is clear that the research is geographically focused on customers in the USA. Psychographic segmentation which is based on social class and personality characteristics will be excluded since socio-demographic and behavioral characteristics provide sufficient relevant information about the customer profile of the target group for this thesis project. The motivation for the selection of socio-demographic and behavioral characteristics will be explained in the following paragraphs.

2.2.1 Socio-demographic characteristics

According to Huh et al. (2006), there are different variables that belong to the socio-demographic characteristics: age, gender, income, marital status, occupation, education and nationality. According to Shen and Saijo (2008), there are also other different characteristics such as social class and political orientation. However, not all of these characteristics are relevant to this particular thesis project. The research will include the most important and relevant characteristics of customers that can easily be related to the needs of customers in abroad. Therefore, the following characteristics will be looked into: gender, age, residential area in the USA, household composition, number of years of marriage and how many marriages they have had before. These socio-demographic characteristics are selected since these characteristics provide insights into possible correlations between particular characteristics and the customer's decision-making process. For the first four characteristics, the focus will be on the most occurring categories of age, gender, residential area and type of household composition of the research. The number of years of marriage and how many marriages couples have had before, indicate if the promotion plan needs to focus on for example, newlyweds or elderly couples.

2.2.2 Behavioral characteristics

Behavioral characteristics are used for dividing customers into groups based on their attitude, knowledge, and use or response to a product (Kotler et al. 2010). This means that behavioral characteristics are useful elements since it reveals essential aspects which need to be taken into consideration for the creation of promotion strategies. The promotion strategies have to be linked to the behavioral characteristics of the customer. According to Birkhead (2001), segmenting customers into behavioral characteristics is “becoming increasingly important as a means of making the complexity of customer behavior accessible to marketing planners.” Moreover, it is of high importance to gain knowledge about the customer’s response to a product or service in order to create promotion strategies that lead to positive responses of the customer. Therefore, the following behavioral characteristics will be examined in the research: the use and response to different sources, tools and products, motives for a wedding vow renewal (in Europe), the social environment and the attitude towards divorces. According to the American Psychological Association, 40–50 percent of all marriages in the USA end in divorce and the divorce rate for subsequent marriages is even higher (American Psychological Association, 2017). For this reason, the attitude of the target group towards divorces will be examined in the field research in order to find out if there, and what the relation is between divorces and the aspiration to wedding vow renewals. The aspect ‘social environment’ is selected to find out which source in the environment is the most influential or inspirational for the target group such as family members, friends, colleagues, social media or wedding ceremonies and vow renewals of other people. The behavioral characteristic of ‘the use and response to different sources, tools and products’ is selected to examine and to find out which sources, tools and products remarkably influence the customer’s behavior.

In conclusion, it can be stated that by combining different sources and finding a suitable definition that applies to the thesis, the customer profile is being created and used to categorize customers into groups that can be used for marketing purposes based on their needs, demand and characteristics. Socio-demographic and behavioral characteristics provide essential insights into the needs and characteristics that will be the basis for suitable promotion tools.

2.3 Customer journey

According to Lemon and Verhoef (2016), the customer journey is “critical for firms since customers now interact with firms through many touch points in multiple channels and media.” This means that it is essential for a company to gain insights into the experiences the customers go through when they encounter a brand or company. Mangiaracina and Brugnoli (2009) define customer journey as “a tool to track and analyze the user experience and to assess the quality of a process or service.” Also, Richardson (2010) explains that customer journey is “the fundamental piece of knowledge you need for a thorough understanding of the journey that customers take with your company.” When a company is aware of the customer’s perspectives and experiences with the company, it supports the company’s agility. In other words, the company’s ability to move and response quickly to their environment. The faster the response to the environment, the more traffic and traction the company can retrieve. Furthermore, Yoo and Pan (2014), define the concept as ‘a tool of visualizing intangible services.’ They explain that customer journey is a summary of the temporal flow to be encountered by customers when experiencing a service. On the other hand, they also reveal that the concept is vulnerable since it has the possibility to miss essential perspectives from the customers.

For the establishment of a reliable customer journey, a purchase funnel will be used as a tool to optimize the knowledge about the customer's perspectives and experiences when they encounter the company. This will be further explained in paragraph 2.3.2.

2.3.1 Scope of research on the customer journey

A model which is an often-used term with the concept is 'customer journey mapping.' The study of Yoo and Pan (2014) defines customer journey mapping as "the one that visualizes the process occurred in accordance with user's emotional satisfaction and experience and time step by step by identifying the flow between the overall service and interaction from the perspective of customers."

Since the focus of the thesis project aims at gaining insights into the customer profile and customer journey of the target group, it is not focused on customer journey mapping because customer journey mapping is an extensive study on its own while the customer journey is only a part of the thesis project. According to the Data & Marketing Association (2016), customer journey mapping used in the best way needs to include well-crafted Voice of Customer and Employee Surveys, maturity benchmarking, statistically accurate customer segmentation, modeling, opportunity analysis, prioritization and planning (DMA, 2016). Instead, the research is focused on a customer journey towards the consumer decision journey that has been examined by the use of a purchase funnel.

In summary, a customer journey is a management tool to gain insights into the customer's experience with the company which is essential for the optimization of the company's services and approach to the customer. For the examination of the customer journey of the target group, the stages of a purchase funnel have been used for the research of the project and will be explained in the following paragraph.

2.3.2 Purchase funnel

According to Dave Evans (2008), a purchase funnel is "a model that characterizes the process that leads from awareness through consideration to purchase as if it existed in a vacuum." He argues that a purchase funnel has three stages: awareness, consideration and purchase. With this model, a marketer can influence a consumer's decision making. McKinsey (2009) mentions that the purchase funnel consists of five stages: awareness, familiarity, consideration, purchase and loyalty. Familiarity and loyalty are essential as well since it completes the whole picture of the customer journey. In contrary, Forrester (2007) argues that a purchase funnel consists of awareness, consideration, preference, action and loyalty. This differs from the model of McKinsey, but they are both used to describe the theoretical customer journey from the first customer's contact with the company's brand to the final goal of purchase. For this thesis, the model of McKinsey will be used since McKinsey includes all aspects of the other researchers, as shown in figure 1 and it is a more recent model since it originates from 2009 while the other models originate from 2007 and 2008.

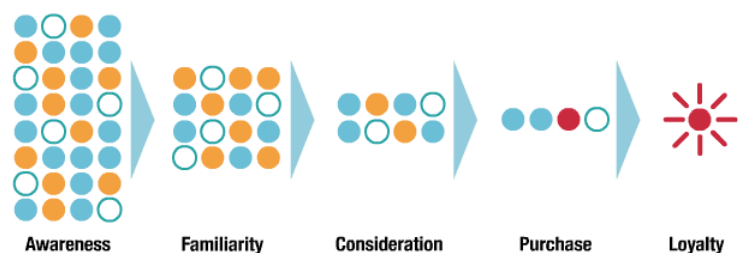


Fig. 1 Purchase funnel of McKinsey (2009)

In the first stage of the purchase funnel, 'awareness,' customers become aware of a certain brand or company with or without the desire to purchase. Awareness can be derived from independent discovery or word of mouth advertising. In the familiarity phase, the customer starts comparing the brand, product or services of the company and creates ideas about it to familiarize them with it. In the third phase, 'consideration,' customers start considering choosing the brand, product or service by asking others for their opinion and doing research on the product. Next, the purchase phase is the action of purchasing the product or service. Finally, the last phase of 'loyalty,' is the phase where customers decide to conduct loyal actions such as, writing positive reviews and recommending it to other people, after positive experiences with the product or service of the company. The reason why a purchase funnel is being used for the customer journey is to provide a clear illustration of the theoretical aspect of the customer journey. Moreover, a purchase funnel contributes to the essential aspect of a promotion plan that elaborates every stage a customer goes through. Based on a clear elaboration of every stage a customer experiences, a promotion plan can be developed that tackles the actual perspectives of the customers. The more actual and accurate perspectives of the customer, the more the company can seamlessly connect to actual demand and desires of the customer.

In conclusion, the three researchers suggest different models for the purchase funnel, however, they all illustrate the customer journey in theory during its decision making and purchase of a product or service. However, for this thesis, the model of McKinsey has been used consisting of the following elements: Awareness, familiarity, consideration, purchase and loyalty. A purchase funnel is essential for the company to gain insights into the customer's experience to enhance the company's agility and to optimize the quality of promotion tools that connect to the customer's needs and demand.

2.4 Relation between the core concepts

Identifying the relationship between the three core concepts of the thesis results in a structured thesis project. Since the advice results in a promotion plan for the company, it is essential to know how to create a promotion plan that connects with the needs of the target group. First of all, identifying theories about the first core concept '**promotion tool**' by means of a desk research is relevant since this support retrieving an overview of suitable promotion tools and strategies for the specific target group. For the collection of the characteristics of the target group, a **customer profile** has been developed. A customer profile represents the customer's specific habits and interests that contribute to the development of a promotion plan. Looking into what the customer needs and what they want, goes in line with the concept of a **customer journey**. Investigating the customer journey of the target group provides essential insights into the customer's perspectives and experiences. This contributes to the development of a promotion plan that connect to desired perspectives and experiences of the customer. The purchase funnel model has been used to illustrate and establish the structure for the customer journey of the target group. In order to gain an overview of the structure and direction of the study, a conceptual framework is provided that represents the relationships between the core concepts. This conceptual framework can be found in appendix B and the schematic overview of an operationalization of the core concepts can be found in appendix C.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter provides information about the research methods that are conducted during the research process. Research methods were carefully selected in order to retrieve relevant and valid answers to the central research questions.

3.1 Research process

For a solid research design, a clear overview of the research process was required. A clear research process provides insights into which methods are needed for developing an answer to the management problem of the company. Within the research process, research tools were selected that are used to collect data from the field research and desk research. Each research question of the thesis has been examined using the research process, that is shown in the figure below.

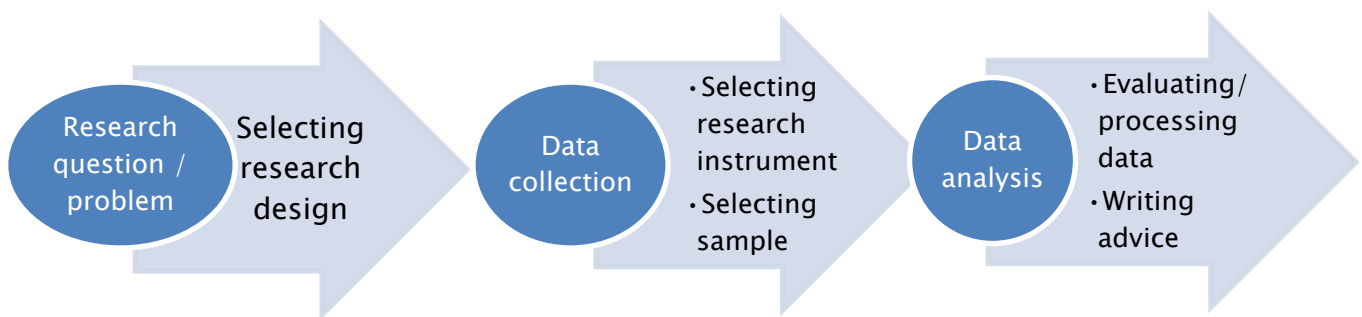


Fig. 2 The research process

3.2 Research strategy

Each research question requires a different research approach. The first research question is examined by means of a desk research. Desk research is used for the collection of information about valuable and effective promotion tools in the wedding industry, that is essential for the development of the promotion plan, and it supports the development of the questionnaire in the field research.

The second research question including its sub questions requires field research since the aim is to investigate the customer profile of wedding couples in the USA. Verhoeven (2011) distinguishes two types of field research: qualitative research and quantitative research. One of the biggest differences between qualitative research and quantitative research is the depth level: qualitative research is focused on gaining more in-depth information, while quantitative research is less profound. On the other hand, quantitative research requires less time which creates the opportunity to require information from a large group of respondents. For this thesis, a quantitative research strategy has been applied, because the aim of the research is to collect basic data and characteristics of the target group as much as possible. Quantitative data includes closed-ended information such as that found in attitude, behavior, or performance instruments (Shrestha, 2015). The field research for the first research question requires this type of data to constitute the customer profile of the target group. For a quantitative research, a particular research instrument has been selected. The most frequently used method for measuring opinions, views, attitudes, and knowledge of a large group is the survey (Verhoeven, 2011). The research strategy that is selected is the survey.

With the survey, a large group of respondents could be investigated, namely wedding couples in the USA. The quantitative research instrument that is used is the questionnaire.

The last research question is also examined by means of a field research. The field research consists of questions in the questionnaire regarding touch-points between the customer and a wedding company. Touch-points are the points of contact between a service provider and customers (Clatworthy, 2011). These touch-points are applied as influencing factors for the respondent in the questionnaire, that leads to an answer to the second research question and all its sub questions.

3.3 Data collection method

Larossa Luxury Weddings is not in possession of a customer relationship management system. This means that the target group could not be easily reached through an existing customer database (B. Betley, personal communication, March 2017). Furthermore, it was difficult to reach the target group since the field research has not physically taken place in the USA. However, after researching on the internet, sufficient accessibilities were found since there are many communities and groups on Facebook and Linked-In regarding weddings, brides, grooms and vow renewals in the USA. The type of survey that has been used for these groups is an online questionnaire. An online questionnaire is an effective tool to use since the field research has not physically taken place in the USA. The respondents have been approached via the online groups and communities with the question if they are willing to fill in a questionnaire. In case of interest, the questionnaire has been sent to them. The questionnaire starts with questions regarding the characteristics of the customer profile.

The second half of the questionnaire is focused on questions regarding the frequency of usage of promotion channels and information sources that are being used by the respondent. After this, the questionnaire continues collecting information about preferred promotion tools on every stage of the purchase funnel. With these parts in the questionnaire, all research questions are covered and provide valuable insights into the customer profile, the customer journey and the preferred promotion tools on every stage in the customer journey. At the end of the questionnaire, the respondent has been asked if they are interested in vow renewals in Europe in order to gain knowledge about the level of interest of potential customers. For the creation of an online survey, Qualtrics has been used as an online software tool. Qualtrics is a professional software tool that provides the possibility to download all the results in appropriate format for the analysis of the research.

The number of questions on the questionnaire is limited for the respondents since too many questions could be less attractive for the respondent to complete or even start the questionnaire. For this reason, the questionnaire took approximately 5 minutes of the respondent's time. This is tested by Qualtrics for the creation of the survey. The questions within the questionnaire are based on the theoretical framework and the operationalization of the core concepts of the thesis.

3.4 Quantitative population and sampling

The population is the entire group about whom the study meant to be generalized (Jackson, 2008). The population consists of wedding couples of the USA. Since USA wedding couples do not only live in the USA, the population is limited to USA wedding couples who are currently residing in the USA. However, because it is not feasible to target this whole population, it is essential to identify the exact target market that needs to be focused on. According to the Statistics Portal (2017), there are about 60.25 million married couples living in the USA in 2016. However, since the research is being conducted from a far distance, it is not feasible to approach the biggest part of the whole population.

Therefore, the following criterion is made for the operational population (a more specific section or segment of the population):

– *Married couples in the US who could be approached online for the questionnaire*

From this operational population, a sample has been drawn.

In statistics, sampling is defined as the process of selecting a subset of individuals from a given statistical population to estimate the characteristics of the entire population (Yates, Moore, & Starnes, 2008). In this case, wedding couples of the USA who have created a group on Facebook and Linked-In regarding weddings and vow renewals were used to draw a sample for the research.

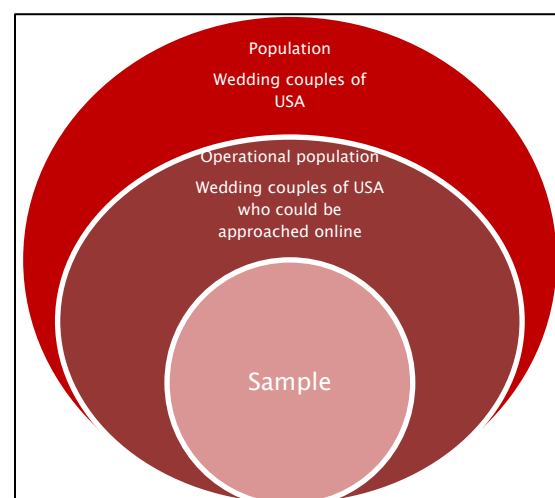


Fig.3 Sampling frame

There are approximately 130 groups on Facebook from which each group is created by one person who is related to organizing a wedding or vow renewal in the US (Facebook, 2016) and 1727 members of a group on Linked-In (Linked-In, 2017) regarding weddings in the US. The population focuses on these groups since they meet the criterion for the operational population, then the population comes down to: $130 + 1727 = 1857$ people. These persons have been approached in the groups and were asked if they wanted to participate filling in an online questionnaire regarding weddings and vow renewals. Due to the possibility of people who do not see and read the message, the expected response rate comes down to 15%. A formula is used to determine the sample size in which the size of the reliability, accuracy, and population regarding reachability of the target group is accounted for. There are several online tools available to calculate the sample size for the research. One of the online tools is provided by Allesovermarktonderzoek (2015) and defines the exact sample. In this case with a population of 1857 persons, with an expected response rate of 15% and a reliability of 90%, the calculated sample size came down to 129. However, it was not certain if all persons in the groups were 'active' on Facebook and Linked-In. Therefore, the aim was to gain at least 100 completed questionnaires. It is of high importance that the structure and basis of the questionnaires connect with the core concepts and the research questions of the thesis project. An illustration of the sampling frame is shown in figure 3.1. Since there was no direct existing database available and because respondents were not selected randomly, the non-probability sampling method has been applied. Respondents are purposively selected in order to retrieve data regarding married couples and vow renewals. Therefore, the respondents are not selected randomly for this research.

Within non-probability sampling, purposive sampling has been used in which samples are selected on the basis of given characteristics and where the selected respondents represent a particular group, namely wedding couples in the USA. The characteristic that the sample has been selected on is that the persons could be approached online for the questionnaire.

3.5 Quantitative data analysis

The results of the questionnaires are analyzed by the use of a univariate analysis. Univariate descriptions can be presented in several different ways: frequency distributions, graphs, and parameters. Frequency distributions are used for indicating how often a category occurs. For this thesis, also bivariate analysis is used, in which two variables are analyzed simultaneously. These analyses are presented by the use of cross tabulations and are relevant for examining the variables of people who are interested in vow renewals and their characteristics.

Descriptive statistics have been conducted to create the customer profile of the target group and also to clarify the customer journey of the target group and their perspectives on each stage in the customer journey. All these data together are combined to retrieve information that provides answers to the research questions. The data analysis has been carried out by the use of the data analysis tools of Qualtrics and the statistical computer program SPSS.

CHAPTER 4

DESK RESEARCH

This chapter provides insights into promotion tools that are being used in the wedding industry. Furthermore, it provides an answer to the research question *'What are the promotion tools for services in the wedding industry?'* The search process for this part of the research is partially similar to the search process within the literature research and partially supported by sources provided by Larossa Luxury Weddings. The first paragraph reveals which promotion tools are being used according to the provided sources by Larossa Luxury Weddings.

4.1 Sources from Larossa Luxury Weddings

The provided sources from Larossa Luxury Weddings are meant to collect information about the wedding industry and to get acquainted with the marketing channels and promotion tools that are mostly being used in the wedding industry. According to Larossa Luxury Weddings (B. Betley, personal communication, January 2017), the following internet sources are popular and well-known in the wedding industry.

- | | | |
|-----------------------------|----------------------------|------------------------------------|
| – <i>stylemepretty.com</i> | – <i>flyawaybride.com</i> | – <i>5starweddingdirectory.com</i> |
| – <i>rocknrollbride.com</i> | – <i>ruffledblog.com</i> | – <i>beforethebigday.co.uk</i> |
| – <i>offbeatbride.com</i> | – <i>weddingchicks.com</i> | – <i>boho-weddings.com</i> |
| – <i>theknot.com</i> | – <i>bespoke-bride.com</i> | – <i>rockmywedding.co.uk</i> |
| – <i>idotill.com</i> | – <i>idotaketwo.com</i> | – <i>lovemydress.net</i> |

A remarkable promotion tool that is being used according to the internet sources are blogs: thirteen out of fifteen internet sources are included with blogs or refer to blogs. All blogs are written by people who have experienced particular and recognizable situations for the reader in the wedding industry. An advantage of blogs is that readers can put themselves in the shoes of the writer or recognize situations from the wedding industry. Moreover, the blogs on the websites are written in an informal and personal style with the purpose to attract and inspire the reader. For example, one blog on the website of Boho-weddings, starts with: *'We are taking you off for some much-needed sunshine today, as we head over to Illinois for the gorgeous wedding of Sophie and Dylan who were married on Sophie's Grandparents' farm on the 15th July 2016'* (Boho, 2017). The personal style of writing and photos included, needs to draw the attention of the reader in order to get one step closer to the main priority of the companies behind the brand or website. Priorities such as increasing brand awareness or generating traffic to the services and products of the company. The blogs that are provided by the wedding organizations very often include a commercial aspect. For example, a blogger on the website of Rock My Wedding writes *'Maria chose her wedding dress during her last trip to the US, it's long, breathtaking, enriched with a classy lace back and wonderful small pearls. Marco chose a suit from Burberry and Italian shoes by Fratelli Rossetti'* (Shaw, 2017). The underlined words are links to the brand or used product as a promotional tool for the company or wedding organization. Not only brands or products are being promoted in the blogs, but also restaurants: *'The restaurant "al Castello" in Sovizzo is a perfect compromise for very good food and a classy, informal and cozy location'* (Shaw, 2017). Also, here the underlined word is a direct link to the restaurant and functions as promotion for the restaurant and as inspiration for the reader.

The restaurant, brand or company can be mentioned in blogs without the company knowing about it. Blogs seem to be a powerful promotion tool for companies and organizations but it also has another side. According to A. Keen (2008), blogs have become ‘dizzily infinite that they have undermined our sense of what is true and what is false, what is real and what is imaginary.’ Blogs can manipulate the reader and convince them to what is written in the blog. Therefore, blogs are being used as a powerful promotion tool since it can undermine the reader’s mind and make them believe in what is written in the blogs. Another remarkable fact about blogs is that almost all of the wedding blogs are written by female writers, and almost all responses on the blogs or websites come from women. Women seem to have more interest in reading the blogs and spending time on the websites.

4.2 Literature research on promotion tools

For this part of the research, the search terms below were used to find information about promotion tools that are being used and why they are being used in the stages of the purchase funnel a customer goes through. Afterwards, an overview of promotion tools that are being used in the wedding industry according to professional wedding bloggers will be provided. Promotion tools derived from the literature research and (recommended) promotion tools in the wedding industry will be combined to create a solid basis for the promotion plan.

The use of the purchase funnel for the literature research provides insights into why certain promotion tools are used for certain moments a customer experiences. Furthermore, it eases the process of developing the promotion plan including suitable promotion tools for potential customers. The more insights into most suitable promotion tools on every stage of the customer journey, the better the promotion tools connect to the demand and interests of potential customers.

Search terms	
Awareness stage	‘Promotion tool’ AND ‘Creating awareness’
Familiarity stage	‘Promotion tool’ AND ‘Product familiarity’
Consideration stage	‘Promotion tool’ AND ‘Convincing marketing’
Purchase stage	‘Promotion tool’ AND ‘Actual purchase’
Loyalty stage	‘Promotion tool’ AND ‘Customer loyalty’

The search terms for the desk research are more specific in order to retrieve direct information about the subject instead of retrieving definitions or meanings of the search terms as in the literature research.

In paragraph 2.3.2, every stage of the purchase funnel is explained in what a customer experiences and which moments the customer goes through during their customer journey. The first stage is about creating awareness to the customer. According to a study of Manickam (2014), outdoor advertisements has the highest impact on creating awareness to the customer, followed by TV advertisements, print advertisements, and internet advertisements. The results of this study are consistent with previous studies (Bhargava & Donthu, 1999).

In the second stage, the customer compares the product, brand or services of the company with other products, brands or services of other companies and seeks for (product) familiarity. According to Wu et al. (2012), product familiarity is connected to the customer decision-making process.

This customer decision-making process in the familiarity stage can be influenced by the promotion tool of 'the banner advertising on websites, which plays an important role in influencing consumers' decisions' (Wu et al., 2012).

In the consideration phase, customers need to be convinced in order to pull them to the fourth stage in the purchase funnel. This can be accomplished by comparative quality expressions such as star ratings and 'validation by celebrities, authorities, and objects of personal identification to lend credibility to marketing and public relations messages' (Greenwald et al., 2002).

The purchase phase is the action of purchasing the product or service. Singh & Swait (2017) explain from their study which promotion tool is being used and is effective to lead to an actual purchase of the customer. 'While previously mobile was primarily an information and entertainment channel (e.g read news, magazine articles or use gaming apps), consumers are now increasingly engaging on mobile Internet to obtain quick answers and information while traveling, visiting websites to find product information, and their mobile activities imply a greater intent to purchase' (Singh & Swait, 2017, p.123-124). The study of Singh and Swait of this year indicates that young consumers with prior purchase experience in the mobile channel are more likely to adopt mobile as a search and purchase channel. Therefore, they recommend marketers to use mobile apps and games that can lead to brand awareness, consideration and most important of all, an actual purchase.

The 'loyalty' phase is the last phase where customers decide to conduct loyal actions such as positive reviews and recommendations that will be the next promotion tool for people who are in the beginning of the customer journey. According to the study of Chen et al. (2009), loyalty of customers is affected by marketing tools through operant learning during the pre-purchase stage. This means that the pre-purchase stage is of high importance since this can affect the customer loyalty. A positive pre-purchase stage can be supported by providing unique services. According to Beers (2017), a company need a Unique Selling Point (USP) in order to succeed in any industry. Providing unique services as a promotion tool for the company, optimizes the customer experience that can lead to customer retention and customer loyalty.

A promotion tool that is often being conducted and recommended in the wedding industry is the network strategy with wedding vendors and influential bloggers (Beers,2017), (Volusion,2014) and (Darwin, 2017). According to Beers (2017), 'having a trusted vendor hand out your card to their customers is the best advertising you can get'. Other promotion tools that are often being used and are effective in the wedding industry according to the experienced wedding bloggers are;

- Using professional images / pictures (for example, in blogs or on social media)
- Creating an inspiration gallery (for example, on Pinterest)
- Providing giveaways, gifts, freebies and specials
- Driving traffic through banner placement on wedding blogs
- Offering timely promotions
- Getting published in Wedding Magazines and publications

In conclusion, blogs seem to be an often-used promotion tool in the wedding industry including referrals and links to the products or services of the company. Based on literature findings and study results, it can be concluded that outdoor advertisements, banner advertising on websites, comparative quality expressions, validation by celebrities, authorities and objects of personal identification, mobile apps and USP's are suitable and effective promotion tools for the phases the customer goes through.

CHAPTER 5

DATA ANALYSIS

The collected data of the field research is analyzed by the use of different techniques. First of all, descriptive statistics, such as percentages and frequencies were used to describe and analyze the demographics of the research. Secondly, the descriptive statistics of mean and standard deviation were used to analyze the level of influence, the level of importance and probability of occurrence for people who are interested in vow renewals. The aim of using these techniques is to record relevant and useful outcomes that contribute to the promotion plan for the company. The first part of the analysis analyzes research results from a total of 137 respondents and the last part analyzes a total of 55 respondents due to the funnel effect in the questionnaire. Percentages are rounded off in the analysis. Some tables and cross tabulations of the data analysis below are not shown but can be found in appendix D on.

5.1 Descriptive analysis of wedding couples in the USA

Table 5.1: Gender of respondents – (See appendix D on page 65)

Table 5.1 illustrates the percentage and frequency distribution of gender of the respondents. With a total of 137 respondents, 80% were female respondents, and 20% were male respondents.

Table 5.2: Age of respondents – (See appendix D on page 65)

Table 5.2 illustrates the percentage and frequency distribution of age of the respondents of this research. The age group is categorized into 6 groups, as presented in the first column. The largest group is represented by the age group of 26–35 namely, 43% of the total sample. Then the age group of 36–45 follows next, representing 24% followed by the age group of 46–55, representing 15% of the total sample. The age group of 18–25 represents 11% of the total sample. Finally, respondents aged 56–65 represents 4% and 66+ represents only 3% of the total sample.

Table 5.3: State of respondents – (See appendix D on page 65)

Table 5.3 illustrates the percentage and frequency distribution of the states where the respondents live in. The largest group comes from California and represents 12% of the total sample. Secondly, respondents from Illinois and Texas represents 6% of the total sample, Florida 5% and Georgia and Massachusetts both represent 4% of the total sample. Next, respondents from Connecticut, Indiana, Maryland, New Jersey, New York and Virginia represent 4% of the total sample, followed by Minnesota, North Carolina, Tennessee and West Virginia representing 3% of the total sample. Respondents from Louisiana, Michigan, Ohio, Oklahoma, Oregon and Pennsylvania represent 2% of the total sample. Finally, respondents from Alabama, Arizona, Colorado, Delaware, Missouri, Utah and Washington represent 1% of the total sample and respondents from Alaska, Arkansas, Idaho, Kansas, Kentucky, Mississippi, Nevada and New Hampshire only represent 1% of the total sample. There are no respondents from the other states on the list.

Table 5.4: Number of marriage years of respondents – (See appendix D on page 67)

Table 5.4 illustrates the percentage and frequency distribution of the number of marriage years of the respondents. The largest group is married between 0–5 years and represents 46% of the total sample.

It is followed by respondents who are married between 6–10 years; it represents 25% of the total sample. Next, the group of 16–20 years represents 9% and the group of 11–15 years represents 7% of the total sample. Respondents who are married between 26–30 years represent 4% of the total sample, followed by the group of respondents who are married between 21–25 years and 31–35 years, representing 3% of the total sample. Finally, respondents who are married for 40 years or above represent 2% of the total sample, ending with the last group of respondents who are married between 36–40 years, representing 1% of the total sample.

Table 5.5: Number of marriage of respondents – (See appendix D on page 67)

Table 5.5 illustrates the percentage and frequency distribution of the number of marriages of the respondents. 77% of the respondents are in their first marriage. Secondly, respondents in their second marriage represent 20% of the total sample. Finally, respondents in their third marriage or more, both represent 1.5% of the total sample.

Table 5.6: Household composition of respondents – (See appendix D on page 68)

Table 5.6 illustrates the percentage and frequency distribution of the current household composition of the respondents. The largest group that only lives with their spouses represents 50% of the total sample. The next group living with their spouse and one child, represents 19% of the total sample, followed by the group who lives with their spouse and two children, representing 15% of the total sample. Household compositions of a couple with three children represent 8% of the total sample and household compositions of a couple with more than three children represent 6% of the total sample. The last group with a household composition that deviates from the given options represents 2% of the total sample.

5.2 Descriptive analysis of wedding couples in the USA who are interested in vow renewals

Table 5.21 Interest in vow renewals – (See appendix D on page 68)

Table 5.21 illustrates the percentage and frequency distribution of respondents who have taken a vow renewal or are interested in a vow renewal. The majority of the respondents have not taken a vow renewal or is not interested in a vow renewal, representing 56% of the 124 respondents. 44% of the total respondents have taken a vow renewal or is interested in taking a vow renewal. This group of 55 persons will be used for examining the characteristics of people who are interested in vow renewals.

Table 5.22 Motivation for taking a vow renewal – (See appendix D on page 69)

Table 5.22 shows the motivation of respondents for taking a vow renewal. Results show that the major reason for taking vow renewals is to celebrate a landmark anniversary (30%), followed by the motivation to revive the wedding (16%). Next, respondents take a vow renewal to celebrate it in another way (13%), followed by the motivation to start afresh (11%). Respondents take a vow renewal to have a wedding they have always dreamed of (9%) or as an excuse to organize a (wedding) party again (9%). 5% of the responses indicate that vow renewals are being taken due to emotional turmoil in marriage, followed by the motivation due to other couples who renew their vows (4%). Remaining 2% of the responses take vow renewals due to health circumstances and only 1% due to another motivation: to restate the love in marriage.

Table 5.23 Budget of respondents for a vow renewal (in \$) – (See appendix D on page 69)

Table 5.23 illustrates the percentage distribution of budget respondents would like to spend for a vow renewal. The majority of the respondents would like to spend less than \$5000, – dollars for a vow renewal, representing 62% of the total respondents. 18% of the respondents would like to spend between \$5000, – and \$10.000, – and between \$10.000, – and \$15.000, –. Remaining 3% of the respondents would like to spend above \$25.000, –.

Table 5.24 Organization for a vow renewal – (See appendix D on page 69)

Table 5.24 represents the percentage distribution of people the respondents want as organizers for their vow renewal. The majority of the respondents want to organize their vow renewal by themselves (33%), followed by organizing partly by themselves and partly by a wedding planner (31%). Next, 18% of the respondents want to have their vow renewal organized by their family or friends (18%), followed by a wedding planner (13%). Remaining 5% of the respondents prefer their vow renewal to be organized by themselves and their spouse or themselves and their family.

Table 5.25 Motivation of organizing vow renewal by the respondents themselves – (See appendix D on page 70)

Table 5.25 illustrates the percentage distribution of the motivation for organizing the vow renewal by the respondents themselves. The major reason for organizing the vow renewal by themselves is to conduct their creativity and skills (46%), followed by the motivation to take control of everything (23%). Remaining the reason because a wedding planner is too expensive or because their church provides vow renewals, both resulted in 15%.

Table 5.26 Motivation of organizing vow renewal by family / friends – (See appendix D on page 70)

Table 5.26 illustrates the percentage distribution of the motivation for organizing the vow renewal by family or friends. The major reason for having family or friends as organizers for a vow renewal is because of the respondent's family or friends who have the ability and capacity to organize a vow renewal (71%).

Remaining the reason because of a lack of skill to organize events by the respondents themselves or because respondents want to take quality time and experience fun during planning a vow renewal with their friends and family, both resulted in 14%.

Table 5.27 Motivation of organizing vow renewal by a wedding planner / wedding company – (See appendix D on page 70)

Table 5.27 shows the percentage distribution of the motivation for a wedding planner or company as organizers for a vow renewal. The major reason for choosing a wedding planner or company to organize the vow renewal is because the respondent wants to enjoy during the vow renewal and let the wedding planner take care of everything (50%), followed by the reason that the respondent has a lack of skill to organize events (33%). Remaining 17% that indicates that the respondent has good experiences with a wedding planner.

Table 5.28 Motivation of organizing vow renewal partly by the respondent themselves and partly by a wedding planner – (See appendix D on page 71)

Table 5.28 represents the percentage distribution of the motivation for organizing the vow renewal partly by the respondent themselves and partly by a wedding planner. The major reason for organizing in this way, is because the respondent wants to make use of their own ideas and the organization skills of a wedding planner (77%). Remaining 23% indicating that a wedding planner is too expensive for the complete organization.

5.3 Characteristics of people who are interested in vow renewals

This paragraph illustrates the characteristics of people who are interested in vow renewals by the use of the statistical computer program, SPSS. According to previous results, 55 respondents of the total sample have taken vow renewals or are interested in renewing their vows. In this paragraph, this group will be announced as 'interested respondents.'

Table 5.31 Gender – (See appendix D on page 71)

Table 5.31 shows that 78% of the 55 interested respondents are female and 22% is male.

Table 5.32 Age – (See appendix D on page 71)

Table 5.32 shows that the majority of interested persons is between 26 and 35 years old (40%), followed by the age group of 36–45 (25%). Next, the age group of 46–55 represents 14% of the total interested respondents, followed by the age group of 18–25 representing 12% of the total interested respondents. Finally, the age group of 56–65 and 65+ represents 9% of respondents who are interested in renewing their vows.

Table 5.33 Number of marriage years – (See appendix D on page 71)

Table 5.33 shows that the majority of interested respondents are married for between 0 and 5 years (45%), followed by the group of 6–10 marriage years representing 23%. The next group of 11–15 marriage years and 16–20 marriage years represent 7%, followed by the group of 21–25, 25–30, 31–35 and 40 marriage years or above (4%). Finally, the group of 36–40 marriage years represents 2%.

Table 5.34 Number of marriage – (See appendix D on page 71)

Table 5.34 shows that the majority of interested respondents are in their first marriage (73%). Interested respondents who are in their second marriage represent 22% of the total interested respondents. Finally, 6% of the interested respondents are in their third marriage or above a third marriage.

Table 5.35 Household composition – (See appendix D on page 72)

Table 5.35 shows that the majority of respondents who are interested in vow renewals only live with their spouse, representing 49%. The next group of interested respondents who live with their spouse and 1 child represents 20% of the total interested respondents, followed by the interested ones who live with their 2 children, representing 16% of the total interested respondents.

Finally, the next ones are the ones that live with their spouse and 3 children (5%), followed by the interested ones who live with their spouse and more than 3 children (7%) and the interested ones who live with a different household composition (2%).

Table 5.36 Level of importance – Family, career, religion, health, use of social media
– (See appendix D on page 72)

Table 5.36 summarizes the results in percentages of different subjects with its level of importance for the interested respondents. The respondents need to answer how important family, career, religion, health and the use of social media is to them. Family is extremely important for 65% of the respondents who are interested in renewing their vows. The next group (27%) rate their family as 'very important'. Family is 'fairly important' for 5% of the interested respondents and 2% rate their family as 'not at all important'. Next, 51% of the interested respondents find their career 'very important', followed by 25% whose career is 'fairly important'. Remaining 11% of the interested respondents rate their career as 'extremely important', and 12% rate their career as slightly important or not at all important. Religion is rated as 'not important at all' by 31% of the interested respondents, followed by 24% who think religion is very important. Next, 16% of the interested respondents rate religion as 'slightly important' and remaining 15% who experience religion as 'fairly important' or 'extremely important'. Health is rated as 'very important' by 52% of the interested respondents, followed by 26% rating health as 'extremely important'. Remaining 22% who think their health is 'fairly important'. Finally, 31% of the respondents experience the use of social media as 'slightly important', followed by 23% experiencing it as 'fairly important'. 22% of the interested respondents find the use of social media 'very important', followed by 21% whose use of social media is 'not at all important'. Remaining 4% experiencing the use of social media as 'extremely important'. It can be concluded that family is the most important aspect to the interested respondents, followed by health and career. The least important aspect to the interested respondents is religion followed by the use of social media.

Table 5.37 Frequency of usage of social media – (See appendix D on page 72)

Table 5.37 represents the frequency of usage of different social media channels of the 55 interested respondents. The table is divided into six different social media channels namely, Facebook, Twitter, Linked In, Instagram, Pinterest, and YouTube. From this part of the data analysis, the focus will be on the first two biggest groups per category to review the most remarkable results. The results show that Facebook is being used very frequently by the majority, representing 36% of the interested respondents and followed by 33% using Facebook frequently. Twitter on the other hand, is never being used by the majority of the respondents, namely 40%, followed by 24% who rarely use this social media channel. Similarly, LinkedIn is never being used by the majority of the interested respondents, namely 37%, followed by 27% using this social media channel rarely. Next, 31% of the interested respondents use Instagram never but followed by 24% who use Instagram very frequently. Pinterest is being used occasionally by the majority of 28%, followed by 27% of the interested respondents who never use Pinterest. The last social media channel is being occasionally used by the majority as well (34%), followed by 24% of the respondents who use YouTube frequently. It can be concluded that Facebook is being used most frequently by respondents, followed by Instagram, YouTube, and Pinterest. The least used social media channels are Twitter and LinkedIn.

Table 5.38 Frequency of usage of information sources – (See appendix D on page 73)

Table 5.38 represents the frequency of usage of the interested respondents of different information sources, namely magazines/catalogs, newspaper, books, websites, blogs/vlogs and TV/radio. Magazines and catalogs are rarely being used by the majority of the interested respondents for this category, namely 37%, followed by 32% using it occasionally.

Similarly, newspapers are rarely being used by 36% of the interested respondents, followed by 24% who use it occasionally. Next, books are occasionally being used by 36% of the interested respondents, followed by 28% of the interested respondents who use it frequently. Websites are very frequently used by the majority of the interested respondents, namely 53% followed by 30% using it frequently. Blogs and vlogs are being used occasionally by the majority of 27% of the interested respondents, followed by 25% using it rarely and 24% using it frequently. Finally, TV and radio are occasionally and very frequently used by 30% of the interested respondents, followed by 29% using it frequently and occasionally. It can be concluded that websites are the most frequently used information sources by the interested respondents, followed by TV, radio, books, blogs and vlogs. The least used information sources are magazines, catalogs and newspapers.

5.4 Descriptive analysis of respondents' interest in vow renewals in Europe

Table 5.41 Interest in a vow renewal in Europe – (See appendix D on page 74)

Table 5.41 illustrates the percentage and frequency distribution of respondents who are interested, maybe interested and not interested in taking a vow renewal in Europe. The majority of the 55 respondents is not interested in taking a vow renewal in Europe (49%), followed by the respondents who are maybe interested or maybe willing to take a vow renewal in Europe (40%). Remaining 11% who are interested in taking a vow renewal in Europe.

Table 5.42 Motivation for taking a vow renewal in Europe – (See appendix D on page 74)

Table 5.42 illustrates percentage distribution of the motivation of respondents for taking a vow renewal in Europe. The major reason why respondents are interested in taking a vow renewal in Europe is that they want to try something different (67%). The other reasons are because it is their dream to renew their vows in Europe (17%) and because of a career in Europe that started the love between two people (17%).

Table 5.43 Motivation for 'maybe' taking a vow renewal in Europe – (See appendix D on page 74)

Table 5.43 illustrates the percentage distribution of the motivation of respondents for 'maybe' taking a vow renewal in Europe. The major reason why respondents are interested in taking a vow renewal in Europe is that they want to try something different (36%), followed by the reason that they and their spouses have good experiences with Europe (27%). Next, the respondents and/or the spouses come from Europe (14%). Remaining 9% for the reason of family living in Europe, the reason for traveling and taking a second honeymoon and 5% because it is the respondents' dream to renew their vows in Europe.

Table 5.44 Motivation for not taking a vow renewal in Europe – (See appendix D on page 75)

Table 5.44 illustrates the percentage distribution of the motivation of respondents for not taking a vow renewal in Europe.

The major reasons why respondents are not interested in taking a vow renewal in Europe is because they do not have any connections with Europe (41%) and because it is too expensive (41%). Remaining 14% for the reason because their own country offers better possibilities and facilities for vow renewals and 5% for the reason because the place has to be symbolic. These symbolic places for these respondents are located in the USA.

5.5 Descriptive analysis of level of influence, level of importance and probability of occurrence in the five stages of the purchase funnel

For the following tables, a rating scale has been used to construct a range in order to measure the level of influence and level of importance for the interested respondents, of data items in the five stages of the purchase funnel: awareness, familiarity, consideration, purchase and loyalty. The tables use the means and standard deviations of each data item with the following interval:

Interval of means	Level of influence	Level of importance	Probability of occurrence
1.00–1.80	Not at all	Not at all important	Definitely
1.81–2.60	Slightly	Slightly important	Probably not
2.61–3.40	Moderately	Moderately important	Probably
3.41–4.20	Very	Very important	Very probably
4.21–5.00	Extremely	Extremely important	Definitely

Table 5.51 Level of influence – awareness stage – (See appendix D on page 75)

Table 5.51 represents the analysis of interested respondents' perception towards the influence of family members, friends, colleagues, wedding ceremonies or vow renewals of other people and media in their consideration to take a vow renewal. This table belongs to the first stage of the purchase funnel: the awareness phase. For the first data item, the results show that family members influence the respondents' consideration moderately with mean score of 2.91. The next group shows that friends also influence the consideration moderately with mean score 2.66. Colleagues, wedding ceremonies or vow renewals of other people and social media on the other hand, influence the consideration of interested respondents slightly with mean score 2.00, 2.50 and 2.27. It can be concluded that family and friends influence the consideration of interested respondents more than colleagues, wedding ceremonies or vow renewals of other people and social media.

Table 5.52 Level of influence – familiarity stage – (See appendix D on page 75)

Table 5.52 shows the analysis of the influence of different data items on the search process to information. This table is connected to the second stage of the purchase funnel: familiarity. The results show that family members with mean score 2.69, influence the search process of interested respondents moderately. Also, friends with mean score 2.75, influence the search process moderately. Colleagues on the other hand, influence the search process slightly with mean score 2.20. Next, social media influence the search process of respondents moderately with mean score 2.62. Also, wedding websites influence the search process moderately with mean score 2.91. Wedding magazines and wedding blogs and vlogs influence the search process slightly with mean score 2.52 and 2.56. Finally, reviews influence the search process moderately with mean score 3.37.

It can be concluded that family members, friends, social media, wedding websites and reviews influence the search process of interested respondents more than colleagues, wedding magazines and wedding blogs and vlogs. Furthermore, with the highest mean score of 3.37, it can be concluded that reviews influence the search process of interested respondents mostly compared to the rest of the data items.

Table 5.53 Level of importance – Consideration stage – (See appendix D on page 76)

Table 5.53 represents the analysis of the importance level of different data items for the interested respondents' consideration of choosing the services of a wedding company. The table belongs to the consideration stage of the purchase funnel.

The analysis shows that informative emails from the wedding company, with mean score 2.76, is moderately important to the interested respondents. Reviews are very important for the consideration of interested respondents, with mean score 3.81. Also, photos and videos are very important for interested respondents with mean score 3.84. The last data item of communication channels such as Twitter and Facebook are moderately important to interested respondents with mean score 3.14. It can be concluded that reviews, photos and videos are more important than informative emails from the wedding company and communication channels. Informative emails are the least important in the consideration to interested respondents, compared to the rest of the data items.

Table 5.54 Level of importance – Purchase stage – (See appendix D on page 76)

Table 5.54 shows the analysis of the importance level of discounts, trial offers, bonus pack offers and gifts or premium during the purchase decision process of interested respondents. This table is connected to the purchase stage of the purchase funnel. The result for the first data item shows that discounts are moderately important to interested respondents with mean score 2.96. Trial offers are slightly important to interested respondents with mean score 2.48. Bonus pack offers and gifts or premium are moderately important to interested respondents in their purchase decision process with both mean score of 2.78. It can be concluded that all data items are not very important during the purchase decision process of the interested respondents for the services of a wedding company. Nevertheless, discounts, bonus pack offers, gifts and premium are more important than trial offers to the interested respondents.

Table 5.55 Probability of occurrence – Loyalty stage – (See appendix D on page 76)

Table 5.55 shows the analysis of to which extent the interested respondents would recommend the services of the wedding company to other people, write a review, keep contact with the wedding company and consider choosing the services of the company again after good experiences with the service of a wedding company. This table is connected to the last stage of the purchase funnel: the loyalty stage. The first row shows that interested respondents would recommend the services of the wedding company to other people very probably with mean score 3.94. Next, interested respondents would also write a review very probably with mean score 3.56. On the other hand, interested respondents would probably not keep contact with the wedding company with mean score 2.57. Finally, interested respondents would probably consider choosing the services of the wedding company again for a new vow renewal with mean score 3.14. It can be concluded that recommending to other people and writing a review is commonly more being conducted by interested respondents after having good experiences with the services of a wedding company than keeping contact with the company or considering choosing the services of the company again.

CHAPTER 6

CONCLUSION

This chapter provides an answer to the central research questions and sub questions, based on the desk research and field research. Afterwards, the validity and reliability of the research will be discussed to provide insights into the strong and weak spots in the research.

6.1 Answer to the research questions and sub questions

The first research question that will be answered is:

1 What are the promotion tools for services in the wedding industry?

Based on the results of the desk research of the thesis, it can be concluded that blogs, professional pictures, inspirational galleries, giveaways, gifts or specials, banner placements on websites or blogs, timely promotions and publishes in magazines and publications are being used as promotion tools in the wedding industry. Blogs are powerful promotion tools in the wedding industry because of its personal approach to the reader, the subtle commercial approach and blogs can manipulate the reader and convince them to what is written in the blogs. Blogs are able to undermine the reader's mind and make them believe in what is written. The reason why blogs are being effective in the wedding industry is that the target group: almost all of the wedding blogs are written by female writers, and almost all responses on the blogs or websites come from women. Women seem to have more interest in reading the blogs and spending time on the websites and that goes in line with the results of the field research. Moreover, the majority of the total respondents and the respondents who are interested in vow renewals is female.

Furthermore, by zooming in on suitable promotion tools for every stage of the customer journey by the use of literature research, it can be concluded that outdoor advertisements have the highest impact on creating awareness in the first stage of the customer journey. In the second stage of the customer journey, the banner advertising on websites influences the customer's decision-making and is of high importance since the customer compares the brand, product or services in the familiarity stage. Comparative quality expressions and validation by authorities and objects of personal identification are promotion tools that is being effective in the consideration stage. Mobile internet and mobile apps can effectively affect the customer in the purchase stage, and USP's contribute to customer loyalty in the last stage.

The second research question and its sub questions that will be answered are:

2. What is the customer profile of wedding couples in the USA who are interested in vow renewals?

2.1 What are the socio-demographic characteristics of wedding couples in the USA who are interested in vow renewals?

2.2 What are the behavioral characteristics of wedding couples in the USA who are interested in vow renewals?

Based on the results of the field research, it can be concluded that females are more interested and busier in the wedding industry than males. The survey is distributed via different channels among which Facebook, LinkedIn, forums and email. The majority of the respondents who were interested in vow renewals were female in all channels and most of the members in the wedding groups on

Facebook and Linked-In were female. The age of the wedding couples who are interested in vow renewals mainly lies between 26 and 35 years, and they mainly come from the states California, Texas, and Florida. Furthermore, the interested wedding couples are mainly newly married, are in their first marriage and only live with their spouse.

According to the results of the field research, wedding couples take vow renewals to celebrate a landmark anniversary or to revive their weddings. Their budget they like to spend to vow renewals is less than \$5000, -. Moreover, they prefer to organize the vow renewal by themselves since they desire to conduct their own creativity and skills. Family is the most important aspect to the interested wedding couples, while on the other hand, the use of social media is the least important to them. However, results show that this group uses Facebook very frequently as their social media channel. Furthermore, websites or the internet, are mostly being used by interested wedding couples as information source while magazines, catalogs and newspapers are less used by this group.

The most important conclusion is that the wedding couples are mostly not interested in renewing their vows in Europe due to the fact that they do not have any connections with Europe and because it is too expensive for them. Moreover, results show that people are also not highly interested in renewing their vows at all. Therefore, the advice part of this thesis will focus on how to increase attention and traffic of potential customers who are interested in the company because of their interest in weddings or vow renewals. Another conclusion that can be drawn from the statistical outcomes is that there is no relation between divorces and the aspiration to wedding vow renewals among the investigated group, as was questioned before in the theoretical framework. More than 70% of the investigated group are in their first marriage, and therefore, it is not necessary for the promotion strategy of the company to focus on this behavioral characteristic.

The third research question and its sub questions that will be answered are:

3 What is the customer journey of potential customers for Larossa Luxury Weddings?

- 3.1 Which promotion tools influence the customer in their first encounter with the company?
- 3.2 Which promotion tools influence the customer during their search process to information about the company?
- 3.3 Which promotion tools influence the customer when they consider choosing the services of the company?
- 3.4 Which promotion tools influence the customer when they purchase the services of the company?
- 3.5 Which promotion tools influence the customer when they experience positively with the company?

The answer to the last research question has been developed by the answers to each sub question. The customer journey of potential customers for Larossa Luxury Weddings starts from the moment the customer is aware of the wedding company. Based on the results of the field research, at this moment the customer is mainly being influenced by family members and friends. Family members and friends are tools in word of mouth advertising. The next moment is when the customer starts searching and comparing information about weddings, vow renewals and wedding companies. At this moment, the customer is mainly being influenced by family members, friends, social media, wedding websites and mostly by reviews. Family members and friends are tools in word of mouth advertising. Social media, wedding websites and reviews are promotion tools in advertising and public relations.

The third step for the potential customer is to consider choosing the services of a particular wedding company. At this moment, the customer is mainly being influenced by reviews, photos and videos of the wedding company. Reviews, photos and videos are promotion tools in public relations. Next, the customer purchases the services of the wedding company. At this moment, the customer is not being influenced by promotion tools such as discounts, trial offers, bonus pack offers, gifts and premiums. The last moment is when the customer has positively experienced the services of the wedding company. At this moment, the customer is willing to recommend the services of the wedding company to other people and to write a review about the services of the company. Recommendations and reviews are promotion tools in public relations.

Based on the field research results, it is quite challenging to create a clear promotion strategy for the target group of married couples in the US who are interested in vow renewals in order to attract them to take vow renewals in Europe, since this group results in a very small target group. According to the research results, only 6 out of 137 persons were interested in renewing their vows in Europe that come down to only 4.4% of the total sample. However, it is still possible to draw the attention of potential customers and to generate traffic towards the services of the company by different promotion strategy options that will be extensively explained in the advice part of this thesis.

6.2 Validity & reliability

The validity and reliability of the research of the project have been determined by evaluating the internal, external and construct validity and the overall reliability. Strong and weak aspects of the research are exposed and discussed in the following paragraphs.

6.2.1 Construct validity

Construct validity is about measurement instruments that are used in the research. According to Verhoeven (2011), "it means that you assess whether you are 'measuring what you intend to measure'" (p. 190). For the operationalization of the project, promotion tool, customer profile and customer journey were used as core concepts of the thesis. These core concepts were elaborated in the theoretical framework of the project. The first core concept promotion tool, that is examined by means of a desk research forms the basis for the field research. It examines which promotion tools are being used and are effective in the wedding industry and which promotion tools are strategic to use for every stage in the purchase funnel of the customer journey. Furthermore, the construct of the customer profile within the (field) research connects to the theory in the theoretical framework namely, the socio-demographic and behavioral characteristics. Furthermore, the questions in the survey in the field research are, besides the desk research and the theoretical framework also connected to the operationalization of the core concepts, which supports the construct validity of the research. The construct of the customer journey is also connected to and based on the theoretical framework of the research, however, the questions in the survey were conducted by using scenarios and what a customer would do in certain scenarios. This weakens the construct validity since it does not measure an actual customer journey of the customer. The construct of the third core concept of promotion tool is strongly connected to theories in the research since this concept has been conducted in the field research, based on the theoretical framework but also on a desk research. The constructs of the core concepts were essential for creating the survey for the field research since it directly led to a useful basis for the advice.

In conclusion, the construct validity of this thesis is reasonably high since the constructs of the core concepts are connected to explained theories and measurements in the thesis. However, the construct of the customer journey in the field research is conducted based on scenarios, which causes a weak spot in the construct validity of the thesis since it does not measure an actual customer journey towards the company.

6.2.2 Internal validity

According to Verhoeven (2011), when results are internally valid, 'conclusions are correctly drawn'. One of the things that support the internal validity of the thesis is that conclusions are drawn based on outcomes of sources in the field research and desk research. Moreover, conclusions are drawn from the right participants namely, married couples from the US and even they come from all different states in America, they all have answered the same questions with the same structure that enables to draw consistent conclusions. Conclusions for the customer profile were mostly focused on the group who was interested in vow renewals in order to filter the diverse group of respondents. From this group, conclusions could be drawn with the use of SPSS.

A situation that jeopardizes not only the construct validity but also the internal validity is that the conclusions about the customer's journey are drawn based on scenarios. Conclusions are drawn from imagined situations by the respondents, and therefore this part of the research could be more investigated. For example, when the company has acquired real customers. Another weak spot in the internal validity is that conclusions are not drawn on equal quantities from every state in America. The quantity of the respondents from each state differs from 0% to 12% of the whole sample, which decreases the internal validity of the thesis. All in all, results of the thesis are on the one hand quite internally valid since the conclusions are directly drawn from outcomes and several sources in the field research and desk research. Furthermore, consistent conclusions could be made since all participants have answered the same questions with the same structure. On the other hand, drawn conclusions for a part of the research based on scenarios, jeopardizes the internal validity since these conclusions are not based on real situations and since the quantities of respondents of each state are not equal in the field research.

6.2.3 External validity

'If a study has weak external validity, the findings may not pertain to participants or in contexts that are not exactly like those in the investigation' (Cook, Rumrill, 2005, p.95). In this thesis, it is quite difficult to generalize the research findings to all relevant groups, due to the limited sample namely, married couples in the US who could be approached *online* for the questionnaire. Even though the respondents are diverse and come from different generations, it causes a weak spot in the external validity since it remains a difficulty to generalize to all relevant groups or settings. Since the research has only been conducted via online groups and emails, other relevant married couples who are not active in the online groups, or who were not online at that moment the researcher searched for online married couples in the US, are 'missing' in the research. However, the promotion strategy of the company will be focused on potential customers who are able to connect online due to the physical distance. Therefore, the selected group remains relevant for the research and the results of the research, despite the fact that not all married couples in the US could be approached. An aspect that strengthens the external validity of the thesis is that the field research is participated by a wide variety of married couples in the US, which makes it easier to transfer the conclusions to relevant settings.

Thus, the external validity is not very high since it is difficult to generalize the findings to other relevant groups or settings. However, the findings are relevant for the promotion strategy of the company since the promotion strategy focuses on potential customers who are able to be approached online, which ensures that conclusions could be transferred to relevant settings.

6.2.4 Reliability

Reliability has to do with “that if you carry out the research under different circumstances, at some other point in time, then it should lead to the same results” (Verhoeven, 2011). Furthermore, the research process must be transparent and it should be free of random errors, according to Verhoeven (2011). The research process of the project is fully transparent since every step is clearly described in the chapter with the data collection method. In addition, conclusions are directly drawn from statistical facts derived from the program SPSS, which supports the avoidance of false assumptions. Furthermore, another aspect that supports the reliability of the thesis is that several data collection methods are used namely, the use of questionnaires, the analysis of sources of Larossa Luxury Weddings, literature research and desk research. However, the customer profile and customer journey could be different if the research would be repeated, since the target group is randomly selected online and come from all different states of America. Moreover, when this research will be conducted five years later, the outcomes of the field research could differ, since the interest in vow renewals could be increased or decreased. Furthermore, because this project has been conducted in a certain timeframe, it could lead to steps in the research that are not thought through in a most optimal way. In conclusion, the reliability of this thesis is supported by the use of several data collection methods and the transparency of drawn conclusions derived from statistical facts. However, the reliability is decreased by the fact that this research has selected its group randomly online from a very large geographical area, because the interest in vow renewals could change over the five next years, and due to a certain timeframe, which could lead to a lower quality of professionalism in the research process.

CHAPTER 7

THE ADVICE – PROMOTION PLAN

The objective of this chapter is to develop a promotion plan for Larossa Luxury Weddings and to contribute to the increase of traffic of wedding couples in the USA in order to attract them to renew their vows in Europe. The promotion plan consists of the following aspects: segmentation, targeting and financing component. These three aspects will be elaborated in the following paragraphs, based on the research results and conclusions of the research. Since the research results show that the majority of the respondents within the research is not interested in vow renewals in Europe or vow renewals at all, the advice part of this thesis will focus on how to draw the attention of potential customers in order to increase traffic to the services of the company, by providing different options in the advice.

7.1 Segmentation

In order to provide a promotion plan that connects to the needs and interests of customers for Larossa Luxury Weddings, potential customers will be divided into 3 target groups, based on the characteristics that have been investigated in the research of the thesis. For each target group, a different option will be provided as an advice for the company. This part will provide an answer to the following question: *‘What is the customer profile of potential customers for Larossa Luxury Weddings?’*

Table 7.1 below provides a clear overview and summary of the customer profile of target group A.

7.1.1 Option 1

Table 7.1.1 Customer profile of target group A – Females

CUSTOMER PROFILE SUMMARY	
Socio-demographic	Behavioral
<i>Gender: Female</i> <i>Age range: 18-65+</i> <i>Household size: 2,3,4,5+</i> <i>In the first, second or third marriage</i>	<i>Frequent social media user</i> <i>Taking vow renewals to celebrate a landmark anniversary and revive weddings</i> <i>Spends less than \$5000, – for vow renewals</i> <i>Prefer to organize vow renewals by themselves</i> <i>Motive for a vow renewal in Europe is the desire to try something different</i>

According to the customer profile that is based on the results of the field research, the company could focus on females, since this group is mostly interested in vow renewals and since this group has been easily reached the most online (80% of the respondents in the research were female). Based on the results of the field research, blogs should draw the attention of women who are interested in weddings and vow renewals. Results from the desk research reveal that blogs are effective and preferred in the wedding industry. Blogs written in a personal and unique style including links to products and services are valuable tools to attract this target group. In order to make the blogs easy to find for this target group, blogs should be provided over the most frequently used social media channels by the potential customer which are Facebook, YouTube, Instagram and Pinterest. On the Facebook page of the wedding company, potential customers should find an introduction to each blog that attracts the attention and a link to the entire blog that can be found on the official website of the company.

Currently, different products and wedding venues are being promoted on the Facebook page of the company, but with the new promotion plan, these products should also be mentioned in the blogs by means of a link to the products, wedding venues and services of the company. An example of a blog can be found in Appendix G.

7.1.2 Option 2

Table 7.1.2 Customer profile of target group B – Newlyweds

CUSTOMER PROFILE SUMMARY	
Socio-demographic	Behavioral
<i>Newlyweds</i> <i>Age range: 26–35</i> <i>Household size: 2</i> <i>Married between 0–5 years</i> <i>In the first marriage</i>	<i>Frequent social media user</i> <i>Frequent internet user</i> <i>Interested in vow renewals to celebrate a landmark anniversary and revive weddings</i> <i>Budget less than \$5000, – for vow renewals</i> <i>Prefer to organize vow renewals by themselves</i> <i>Motive for a vow renewal in Europe is the desire to try something different</i>

The second target group consists of newlyweds. Field research results reveal that the majority of interested respondents (45%) are newlyweds. Their age is between 26 and 35 years old which indicates that this target group consists of young, just married couples. With a link to the desk research and based on the results of this desk research, the company should focus on providing mobile apps that can lead to brand awareness, consideration and eventually to an actual purchase among these young potential customers. Since potential customers prefer to organize their vow renewals by themselves, according to the results of the field research, the company should focus on how to assist these customers from a distance by providing a ‘self-organizer app’ for on their phone, tablet or laptop. This application on their device focuses on luxury services since the company has a luxury concept. These luxury services consist of recommended wedding venues that match the customer’s style and demand, luxury flower shops and sellers, luxury proposal ideas and luxury photoshoot companies. Based on the customer profile, potential customers spend less than 5000, – dollars to a vow renewal which does not match to the average budget Larossa Luxury Weddings aims for. Therefore, on the one hand, the application will be free to install for customers to attract the attention and to draw traffic to the services of the company. On the other hand, to keep consistency in the concept of the company, customers need to pay for certain luxury services of other companies in the USA with a commission for Larossa Luxury Weddings since the company will recommend the services of other companies in the app. This means that the company should start collaborations with services of luxury companies in the US. Examples of potential companies are as follows:

Gathering Floral & Events – South Carolina

Luxury Wedding & Style – New York

Morgan Lynn Photography – Texas

Dennis Kwan Photography – New York

The Travel Siblings / Honeymoon and Destination Wedding Specialist – New York

Longwood Venues & Destinations – Boston

These companies are already known by the owner of Larossa Luxury Weddings (B. Beatrice, personal communication, March 2017), which eases the search process to potential partners or companies. An example of the design of the app can be found in Appendix F.

7.1.3 Option 3

Table 7.1.3 Customer profile of target group C – Not interested customers

CUSTOMER PROFILE SUMMARY	
Socio-demographic	Behavioral
<i>Not-interested customers</i> <i>Age range: 18-65+</i> <i>Household size: 2,3,4,5+</i> <i>In the first, second, third marriage</i>	Not interested in vow renewals Lack of interest / not very familiar with vow renewals Frequent social media user Frequent internet user

The last target group consist of people who are not interested in vow renewals. In order to increase traffic of this group, the promotion tools through the stages of the purchase funnel from the desk research will be used. These promotion tools are derived from studies that investigated which promotion tool is effective for each stage in the customer journey. This means that in the awareness stage of the customer journey, outdoor advertisements, print advertisements and internet advertisements should be applied. Once the customer is aware of the brand, product or company (service), the banner advertising on websites should pull the customer to the second stage, the 'familiarity stage'. When the customer starts comparing, comparative quality expressions such as ratings and reviews should be provided in the third stage of the customer journey, the 'consideration' stage. When the customer arrives in the fourth stage of the customer journey, it does not mean that promotion tools are not necessary anymore. The customer still needs to be convinced to lead them to an actual purchase. This can be done by providing a mobile app, since this is highly recommended by the authors of the studies in the desk research. This application on the customer's device focuses on luxury services since the company has a luxury concept. These luxury services consist of recommended wedding venues that match the customer's style and demand, luxury flower shops and sellers, luxury proposal ideas and luxury photoshoot companies. In the last stage of the customer journey, it is of high importance to keep consistency in the service quality towards the customer. A Unique Selling Point in the service of the company can be accomplished by providing an online wedding planner book with the desired or purchased service(s) of the customer. The personal approach to the customer by sending this simple, personal book will retain the customer's attention due to the touch of an extra service between the time of purchase and execution. An example of this personal, online wedding planning book can be found in appendix H.

The last target group consists of people who are not interested in vow renewal, however, due to the use of strategic promotion tools derived from the desk research, it is still possible to draw the attention of people and increase traffic towards the services of the company.

7.2 Targeting

This paragraph will provide an answer to the question: *'Which promotion tools are preferred on every stage in the customer journey of potential customers?'* The preferred promotion tools on every stage in the customer journey are based on the field research results and will be combined with several options for the advice on how to increase traffic to the services of the company.

Table 7.2 below shows what happens on every stage in the customer journey of potential customers by means of the aspects of a purchase funnel, and which promotion tools should be applied that supports the increase of traffic.

7.2 Preferred promotion tools in customer journey by potential customers

CUSTOMER JOURNEY	
Awareness	When a customer can be made aware of taking a vow renewal, family members and friends are the most influencing promotion tools as word of mouth advertising in the awareness stage. To ensure that friends and family members promote to take a vow renewal, they must remember a positive experience, brand, service or company. Therefore, at this stage it is of high importance that the awareness stage is connected to the last stage of the purchase funnel: the loyalty stage. When customers recommend the service or company to other persons which happen in the last stage, write a positive review or purchase a service again from the same company, it will affect the awareness stage of other people positively because the positive experience with the service of the company will be spread.
Familiarity	When a customer decides to search for information about vow renewals and wedding companies, family members, friends, social media, wedding websites and especially reviews are the most influencing sources as word of mouth advertising and promotion tools in the familiarity stage. Similarly, as in the awareness stage, family members, friends and reviews are tools that will positively affect the potential customer when it connects well to the loyalty stage. Since reviews are highly important for the potential customer, the company should provide retrieved positive reviews on the website in order to draw attention and to persuade the customer. Furthermore, reviews should also be provided on social media (Facebook), which ensures that the reviews are available on social media and on the company's website as well.
Consideration	When a customer considers choosing the services of a wedding planner or wedding company, reviews, photos and videos are the most preferred promotion tools in the consideration stage. In this stage, the focus will be on photos and videos, since these two preferred promotion tools are new in the customer journey. To meet the potential customer's demand, the company should provide videos on the website and social media channels, besides the photos on the website and social media channels. To draw the customer's attention to the services of the company, the videos should focus on subjects that are relevant during the consideration stage of the customer journey. Examples of relevant videos are: <ul style="list-style-type: none"> – An introduction of how Larossa Luxury Weddings works with customers – What 'luxury' means within the company – A short example of a wedding couple taking a vow renewal or wedding

	<ul style="list-style-type: none"> – Review(s) of a wedding couple – Available wedding venues, flowers and dresses with suitable music
Purchase	<p>When the customer arrives at the purchase stage, it is of high importance to maintain the traffic to the services of the company by keeping the customer's attention. Since the research shows that discounts, bonus pack offers, gifts, premium and trial offers are not very important to customers, the promotion strategy will not focus on these items. But in order to keep the customer's attention, an example of an online personal wedding planning book will show up before the purchase. After the customer has made an agreement with the company about the service(s), an email will be send to the customer including a simple but personal, online wedding planning book with the desired or purchased service(s) of the customer. This highly personal approach to the customer by sending this simple, personal book will retain the customer's attention due to the touch of an extra service between the time of purchase and execution. An example of this personal, online wedding planning book can be found in appendix H.</p>
Loyalty	<p>In the last stage of the customer journey, it is of importance to provide space to the customer after they have experienced a service. This will give the customer space to think about the experience and to enjoy the moments afterwards. According to the research results, potential customers are willing to recommend or to write a review when they have experienced the service positively. A positive loyalty stage will lead to a positive awareness stage for other potential customers as mentioned before. A positive loyalty stage needs to be created by two sides: the company and the customer as well. Since it is possible that wedding couples take honeymoons after their wedding or other occasions after a vow renewal, the company should not interfere by asking the couple how they have experienced the services right away after their wedding or vow renewal. Currently, the company sends a letter to the wedding couple a few weeks later to show gratitude for assisting the couple with their big day. Now the company can ask the couple in a very subtle way in the letter how they have experienced the services. In case of positive experiences, the company should ask the customer if they would like to write a review for the next potential customer.</p>

7.3 Implementation – PDCA Cycle

This paragraph summarizes all steps that are required to take for the implementation of the promotion plan and cost-benefit analysis of the promotion plan including possible risks.

7.3.1 Plan phase

The plan phase of the PDCA cycle explains what the goal is of the promotion plan, and what the connection is between the goal and the underlying reason. The goal of the promotion plan is to increase traffic in the customer journey of wedding couples from the USA to the services of Larossa

Luxury Weddings, by applying strategies that match with the customer's characteristics and demand, by zooming in in the customer journey of the customer and by using the right promotion tools. The goal is set up due to the company's aim for attracting actual customers in the USA to the services of the company.

7.3.2. Do phase

To achieve the goal, the following steps are needed to take. These steps belong to the three options for the three different target groups. The costs of several steps will be further elaborated in paragraph 7.4.

Option 1

– Writing and creating blogs

Write blogs twice a month, including referrals and links to products and services of the company.

All social media channels need to be professionally managed.

Option 2

– Creating the app

This app is free to install and can be created by the Dutch company 'The Mind Office', located in The Hague (The Mind Office, 2017). This company develops marketing applications for all types of Dutch and international companies. The name of the app will be the 'Larossa Luxury' app and its design connects to the concept of the company namely, exclusive and luxurious.

Option 3

– Start outdoor, –print and internet-advertisements / banner advertising on the website / maintain ratings and reviews / creating an app / USP: personal online wedding planner book

The three different types of advertisements and banner advertising on the website can be conducted by partners in the USA of the company. The company should manage the ratings and reviews on all social media channels the company uses. The app can be created by the Dutch company 'The Mind Office', located in The Hague (The Mind Office, 2017). This company develops marketing applications for all types of Dutch and international companies. The name of the app will be the 'Larossa Luxury' app and its design connects to the concept of the company namely, exclusive and luxurious. The last step is to design and create the personal online wedding planning book which will be send to the customer after an actual purchase.

For a clearer overview, a task + time schedule is provided on the next page.

What	Who	When
Option 1		
Writing blogs	Larossa Luxury Weddings	Starts from October 2017
Managing all social media channels	Larossa Luxury Weddings	Starts from September 2017
Option 2		
Start collaborations with potential partners	Gathering Floral & Events – South Carolina Luxury Wedding & Style – NY Morgan Lynn Photography – Texas Dennis Kwan Photography – NY The Travel Siblings / Honeymoon and Destination Wedding Specialist – NY Longwood Venues & Destinations – Boston	January 2018
Creating the app	The Mind Office	January 2018
Option 3		
Start outdoor, –print and internet–advertisements / banner advertising on the website	Partners of Larossa Luxury Weddings	January 2018
Collecting, maintaining and providing reviews & ratings	Larossa Luxury Weddings	After every positive experience of a customer
Creating the app	The Mind Office	January 2018
Designing the personal online wedding planning book	Larossa Luxury Weddings	February – March 2018

7.3.3 Check phase

After the implementation of the promotion plan, results of the implementation need to be measured and evaluated in order to see if the effects are heading in the right direction. It is feasible and reliable to measure the results approximately a half year later, after March 2018, when the last practical step has been taken. The best situation is to measure the results also after every experience with a customer, bad and good experiences as well. This will provide the company a realistic overview of the results of the implementation. The results are positive when the following criteria are met:

- Blogs are being read by at least 50 international female readers (For option 1)
- At least 50% of the potential partners are willing to collaborate with the company, via the Larossa Luxury app (for option 2 and 3)
- 100 persons of the USA have installed the Larossa Luxury app, 6 months after the implementation of the app (even if they do not actually use it for an actual purchase) (For option 2 and 3)
- 80% of the total customers of the US give a positive review about their experience with the company

7.3.4 Act phase

If the company discovers that things can be improved, after evaluating the results, the company should focus on the reasons why certain criteria are not met. This can be done by means of meetings with the team of the company and eventual with the potential partners. These meetings can be conducted by the use of Skype and will help the company to gain a clearer overview of the situation with different perspectives of the partners. Based on the outcomes of the meetings, new goals can be made that will help the company and the partners as well.

7.4 Financing component

This paragraph will answer the question 'Which costs will be part of the selected promotion tools?'. The following costs show up with the implementation of the three given different options.

A. Blogs

Blogs can be written by the company which means that it should not require any cost. However, it requires a certain number of hours of work. The time the blog will be written depends on the situation of the writer. The writer can write everything of the blog in once, or in different parts spread over a week. As a broad indication, one blog of 600 words will take approximately about **2,5 hours** including the process of searching for suitable topics and the implementation of different links to products, services, brands, photos or videos. Writing a blog twice a month means: **24 * 2.5 = 60 working hours per year**.

B. Social media channels

Since the social media channels are free to use, also this part of the advice will not require any cost except for working hours. However, this part of the promotion plan requires more working hours than writing the blogs due to maintenance of the social media channels. It requires a lot more time because photos and videos need to be made, selected, edited and uploaded. In addition, when people response to the photos or videos, it is strategic to react to the responses in order to keep and retain the attention and eventual traffic to the company's services. Giving reactions to the people responses' will also take time and therefore the following calculation is made:

Task	Estimated average working hours per week
Making photos/videos	2.5
Editing photos/videos	5
Uploading photos/videos	2
Replying to comments/reactions on social media	7
Total	16.5

Total working hours per year = 16.5 * (52 - 6) = 759

(52 weeks - 6 holiday weeks (Gemiddeldgezien, 2017))

C. Potential partners

The process of starting collaborations with potential partners of the list in the advice part requires a certain number of working hours for the company. As explained before, the month January 2018 will be selected to invest in these collaborations. The number of working hours per week for this process is estimated at approximately 2 hours per day = $2 * 5$ working days = 10 hours per week = $10 * 4$ weeks = **40 working hours for the month January 2018.**

D. Larossa Luxury App

The price of creating a basic app by a professional company varies from 2500, – to 5000, – (Appspecialisten, 2017). However, the Larossa Luxury App needs to meet the following criteria:

- It directly represents the concept of the company, which means that it has a luxurious look
- It has a crystal-clear overview
- Easy to use
- Highly convenient
- Very attractive
- Free to install
- Unique appearance

Based on the above criteria and the fact that the app has to be in line with the company's concept, the costs of making and providing the app is estimated at a **minimum of 5000, – euros.**

However, it is still challenging to stick to this budget since the price can fluctuate because the concept and design of the app are not yet fully elaborated. Therefore, 5000, – is a broad estimation but remains as a budget to focus on.

E. Outdoor, – print and internet advertising / banner advertising on website

Outdoor advertising	\$1500 to \$4000 (Fitsmallbusiness, 2017)
Print advertising	126 column inches (average size) x \$12 = \$1512 (Fitsmallbusiness, 2017)
Internet advertising / banner advertising on website	\$20 to \$50 per 1000 impressions (<i>'Impression' is concerned with the number of times the banner ad gets displayed</i>) (Smartketer, 2016)

F. Personal online wedding book

In the purchase stage of the customer journey of the customer, a small example of the customer's planning will be shown before their purchase or order. The actual, large planning will be send after their purchase by email. An example of the design of this personal online wedding book before and after the purchase, can be found in appendix H.

The online wedding book can be made with an online program called 'Canva.' The costs of this program are 12.95 dollars per month for professional use (Canva, 2017). According to the Currency converter on Yahoo Finance (2017), the costs will be 12.95 dollars = 11.03 Euros per month which means $11.03 * 12 = 132.36$ Euros per year. However, when the company pays annually instead of per month, the costs are 9.95 dollars per month = 8.47 Euros per month (Yahoo Finance, 2017) = $8.47 * 12 = 101.64$ Euros per year.

7.5 Cost benefit analysis and risk analysis

The next step is the cost–benefit analysis for the selected promotion strategies. According to Mishan and Quah (2007), a cost–benefit analysis is “the systematic and analytical process of comparing benefits and costs in evaluating the desirability of a project or program.” In other words, costs and benefits have to be compared for evaluating the purpose and direction of the promotion plan. The following question will be answered, “What is the cost–benefit analysis for the selected promotion strategies?”

The new promotion plan includes the following costs and required working hours:

Category	Details	Cost in first year (in Euros) OR Required working hours per year
OPTION 1		
Writing blogs	Twice a month	60 hours
Maintaining social media channels	66 hours per month	759 hours
Total		819 hours
OPTION 2		
Larossa Luxury App	Estimation of the app including required criterium	€5000, –
Process collaborations	10 hours per week (in January)	40 hours
Total		40 hours + €5000, –
OPTION 3		
Outdoor, – print and internet advertising / banner advertising on website	Taking the average price of the outdoor advertising and internet/banner advertising	\$2750 = € 2307 (<i>Yahoo currency converter, 2017</i>) + \$1512 = €1270 + \$35 = €29 Total = 3606
Personal online wedding book	€8,47 per month when paying annually	€101,64
Total		€3707,64

Since there is no financial data available yet according to Beatrice (B. Betley, personal communication, 2017) and due to the beginning position of the company, it is hard to express the benefits in exact numbers. Therefore, the benefits are dependent on assumptions, because there is no hard data that can be presented for potential benefits. Furthermore, possible risks will also be explained in order to provide a more realistic perspective on the promotion plan. First of all, the Larossa Luxury App supports brand awareness and it makes the use of the service of the company more attractive due to its design, convenience and concept, which could lead to an increase of traffic to the services of the company. However, it is still difficult to assess the actual estimation since there is a risk that the promotion of the app will not reach a sufficient amount of people (which means less than the goal of 100 persons after 6 months after implementation).

In case people prefer to use another app, or not an app at all, the company should reprocess the promotion plan in order to maintain traffic to the services of the company.

Reprocessing the promotion plan can be done in various ways such as increasing the promotion in every social media channel or collaborating with more potential partners in the US.

Currently, commissions are sometimes offered by vendors, which percentages vary from 5–10% of the invoice (B. Betley, personal communication, 2017). The goal is to earn a minimum of 10% of the invoice of the purchased service of the customer with one of the potential partners. For now, it is reasonable to assume that the design and concept of the app will attract at least 100 (potential) customers when the promotion plan will be executed accurately: keeping and maintaining traffic by increasing the promotion and brand awareness among potential customers.

Secondly, the personal online wedding book is a tool to keep and retain the customer's attention and to pull them to an actual purchase. This personal online wedding book will be shown in a small image as a teaser, and will be shown in a larger version after their purchase, sent in an email.

The eventual goal of this tool is to stimulate the customer's purchase and to keep the company's name and concept in the mind of the customers in the time between the purchase and the execution of the service.

Due to this extra touch of service, it is reasonable to assume that at least 50% of the customers who consider purchasing a service, would be stimulated to finish the purchase, after seeing the gift of a free online wedding book and that 50% of the customers look into the online wedding book to check their purchased service and planning. The best and desired situation is that the online wedding planning book makes the customer enthusiastic in a way that ensures people to function as a promotion tool namely, word of mouth advertising.

It is reasonable to assume that outdoor, – print and internet / banner advertising are valuable tools for the increase of traffic. The more types of advertising, the wider the scope of reaching different target groups. Reaching more target groups, enlarges the chance of an increase of traffic that leads to an increase of actual customers.

Lastly, it is expected that the number of estimated required working hours for writing the blogs, maintaining the social media channels and starting the collaborations, positively affect the revenue. The blogs attract interested readers, the updated social media channels attract the attention of customers with the right characteristics and the collaborations with partners from the US are valuable and hopeful tools for the increase of traffic. Therefore, it is reasonable to assume that the required working hours for these tasks will lead to an increase of traffic to the services of the company. However, it is not reasonable to automatically assume that the revenue increases when traffic increases. It is more reasonable to assume that the quality and possibility of services increases, thus a higher satisfaction level and therefore, an increase in revenue due to a higher satisfaction level.

7.6 Conclusion and answer to the management question

In conclusion, increasing traffic towards the services of the company, in the customer journey of wedding couples in the USA who are interested in vow renewals, is a goal that can be achieved.

However, since research results reveal that only a very small group is potential for the actual goal of the company, the main focus of the advice is to generate traffic in the customer journey of potential customers by increasing brand awareness and making people familiar with the company's name and concept by the implementation of a suitable app, a personal online wedding book, by providing blogs with referrals to products and services of collaborated companies in the US, and professional management of the most effective social media channels. Customers who are not interested in vow renewals can still be attracted by the use of the right promotion tool on the right stage of the customer journey. Outdoor, –print and internet advertising, banner advertising on the website, positive reviews and ratings, a mobile app and USP's are promotion tools that enable an increase in traffic towards the services of the company.

CHAPTER 8

AFTERWORD

This chapter provides insights into the reflection on this thesis for two different perspectives; a day-to-day practice consisting of a discussion about the planning and organization and the cooperation with involved people, and a reflection on the value of this thesis for the field in general.

8.1 Reflection on day-to-day practice

The Thesis Proposal Defense was the first step of the thesis process, which provided a well-structured basis for the official thesis. The writing of the TPD went quite well, however, I found difficulties in deciding which relevant aspects I had to include in the thesis and how to narrow it down to a coherent concept. But with the help of my thesis supervisor, I could establish the most relevant aspects and core concepts. However, during the thesis proposal defense, it became clear that the project would be still challenging since there were still some questionable parts. For example, the selection between a qualitative or quantitative research, which was discussed during the TPD. Nevertheless, the examiners relied on my capacity and project and allowed me to continue the project, partly supported by my presentation on a large paper where I precisely presented every aspect of the project.

The next step was the establishment of the basis for the field research in combination with the desk research. The desk research provided important information for a part of the questionnaire, which facilitated the process of making the questionnaire. I experienced the process of creating the questionnaire for the target group well because I also enjoyed the process of making it, however, finding the right respondents was very challenging to me and I even needed a couple of weeks more to obtain the required number of respondents. Hence, in consultation with my thesis supervisor, we moved the deadline for handing in the thesis to 8 weeks later in combination with the situation that I experienced a more stressful time since my family moved to the Philippines that period.

This gave me the ability to conduct the project more professionally due to a larger timeframe. Family members and friends supported me finding the right participants in the USA, and also some influential people on Linked-In. The data analysis was a very interesting part for me since I learned the great possibilities with the program SPSS. This program provided me the information that I could not find with the program Qualtrics, and gave me the ability to provide more accurate data for the customer profile and customer journey.

For the advice part of the thesis, I found some difficulties in providing a suitable promotion strategy since the research results showed that the majority of the investigated people were not highly interested in renewing their vows in Europe or in renewing their vows at all. Nevertheless, focusing on people who were interested and their characteristics could still provide opportunities for creating a promotion plan that stimulates traffic to the services of the company.

Due to the shift of the deadline, which means that I could not receive supervision during summer, it gave me some uncertainties sometimes while writing the thesis. But for this case, it was a huge advantage that I had a clear vision on the structure of the project and desired connections between core concepts and elaborations. For example, I could give a structure to the promotion plan due to the list of advice questions I made before, which has been approved by my thesis supervisor.

Lastly, when I discovered that it was not easy at all to achieve the goal of the project for the company namely: 'attracting people from the USA to do their vow renewal in Europe', it made me a little bit less passionate about the project. I knew from the beginning that conducting a research remotely would contain a certain degree of difficulty, but I really hoped that, based on the research results, I could come up with a promotion strategy that would lead to real, actual customers for the company who were all willing to do a vow renewal in Europe. However, I was still enthusiastic to create a promotion plan that connects to the reality and actual numbers. Therefore, I focused on strategies that stimulates the increase of brand awareness and the increase of traffic to the services of the company by pulling the attention of the right persons, with the right characteristics, the right social media channels and the right decisions in their customer journey.

Improvement points / learning points:

- * For the next time, keep in mind that it could take a couple of weeks more to obtain the required number of respondents for the quantitative research, especially when there is no existing (customer) database available
- * Keep in mind that a thesis is a project of steps. In other words, I need to learn that after every written part I must accept that I cannot write the whole project in one day but that it brings me closer to accomplishments

8.2 Reflection on the value of the thesis

As explained before, the eventual promotion plan turned out to focus on a smaller group than expected. Since there is no high demand for vow renewals in Europe or vow renewals at all, according to the research results, it has little significant value for the wedding industry in Europe to focus on married couples in the US who are interested in vow renewals. However, based on different studies, customers who are not interested in vow renewals can still be pulled towards the services of the company. With the right promotion tool in the right stage of the customer journey, traffic of potential customers can be increased.

Furthermore, in order to reach a wider scope of potential customers, three different target groups are created based on the characteristics and outcomes of the field research. Promotion tools derived from the desk research are divided over these three groups and connect to the characteristics of each target group.

The research results of the field research and the desk research as well, show that certain social media channels are more popular and more strategic to use for companies such as Larossa Luxury Weddings, and therefore, this promotion plan can also be applied to other comparable, wedding companies. Furthermore, the advice is applicable for (wedding) companies with the goal to promote their brand or products to others abroad since the concept of the advice of this thesis is focused on promoting, increasing brand awareness and generating traffic remotely.

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Appendix A – Search process

In order to find relevant sources of information about the core concepts customer profile, customer journey and promotion tool, a thorough literature research is conducted by the use of Google Scholar, WorldCat, EBSCO Host, ScienceDirect and SpringerLink. These databases provided relevant academic literature on the topics of the core concepts of the thesis. During the literature research, the snowball method has also been used since the academic literature referred to other relevant articles.

To find useful and relevant articles, the following search terms were used at first: ‘wedding vow renewal’, ‘customer profile’, ‘customer journey’ and ‘promotion tool’. Later the search terms ‘promotion traffic’ and ‘advertising’ were added since these terms provide relevant articles on the topic of the management question and the core concept of promotion tool. The following table shows which specific terms were used to find the most relevant sources for the theoretical framework.

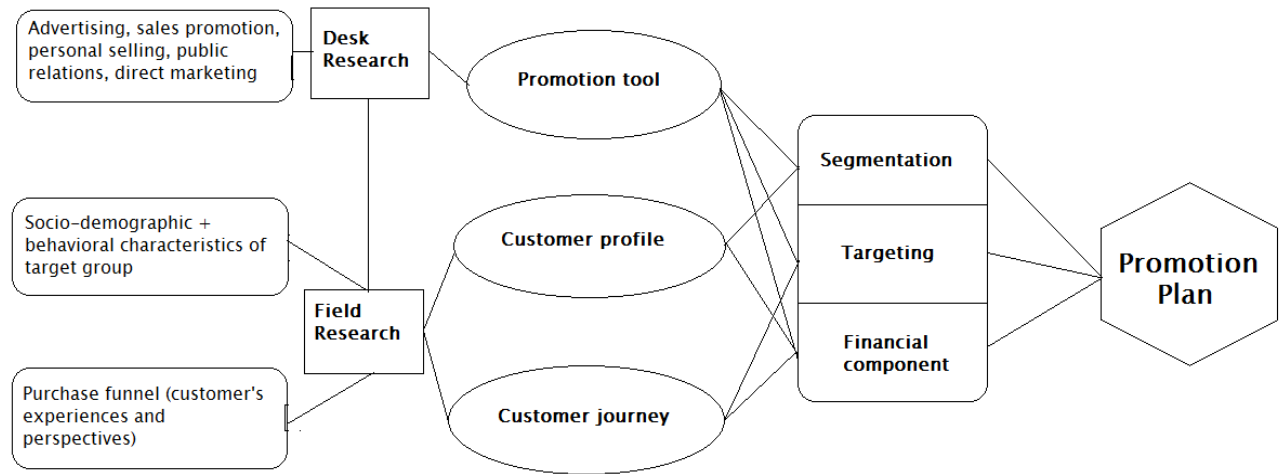
Search terms		
‘Wedding vow renewal’	‘Customer profile’	‘Customer journey’
<ul style="list-style-type: none"> • Definition AND “wedding vow renewal” • What is a wedding vow renewal • Characteristic* AND “wedding vow renewal” • Element* AND “wedding vow renewal” 	<ul style="list-style-type: none"> • “Customer profile” • Definition AND “customer profile • Explanation AND “customer profile” • “Wedding criteria” • Definition AND “wedding criteria” • “Customer profile” AND characteristics • “Wedding profile” 	<ul style="list-style-type: none"> • Definition AND “customer journey” • ‘Customer journey’ AND characteristics • What is customer journey • “Customer journey marketing” • “Customer journey” AND model • ‘Customer journey mapping’
‘Promotion tool’	‘Promotion plan’	‘Advertising’
<ul style="list-style-type: none"> • Definition AND ‘promotion tool’ • What is a promotion tool • Explanation AND ‘promotion tool’ • ‘Promotion tool’ AND ‘marketing’ 	<ul style="list-style-type: none"> • Definition AND ‘promotion plan’ • What is a promotion plan • ‘Promotion plan’ AND elements • ‘Promotion plan’ AND characteristics 	<ul style="list-style-type: none"> • Definition AND ‘advertising’ • What is advertising • Explanation AND ‘advertising’ • ‘advertising’ AND characteristics

In most of the cases only the first two pages of hits were used for selecting the literature to keep a structure on the different search engines. Before the use of literature sources, the AAOCC criteria have been applied in order to find relevant and reliable definitions of the core concepts. These criteria consist of the following aspects: authority, accuracy, objectivity, currency and coverage (Verhoeven, 2011).

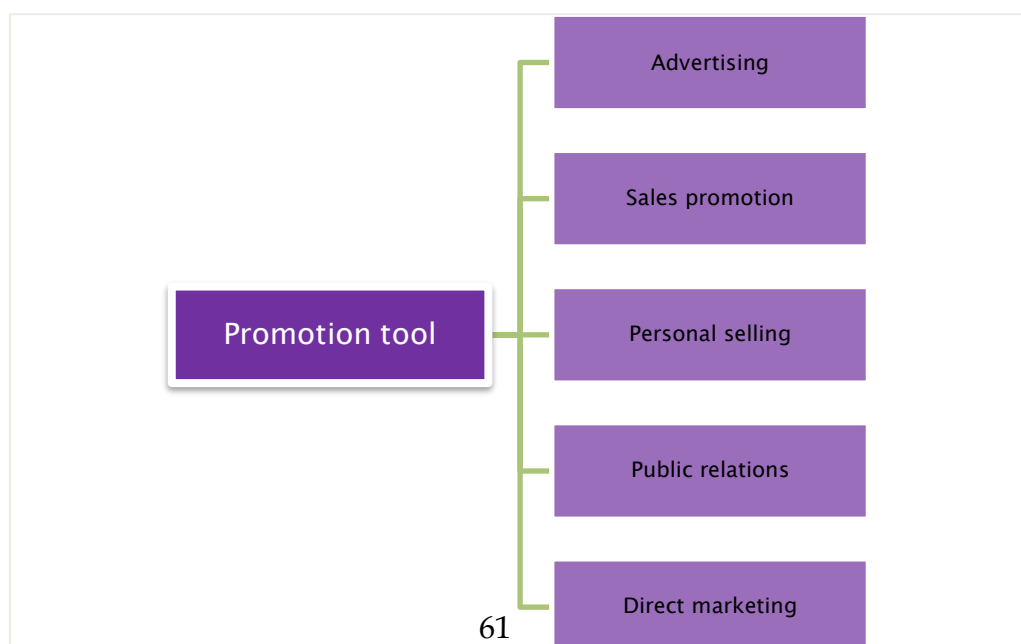
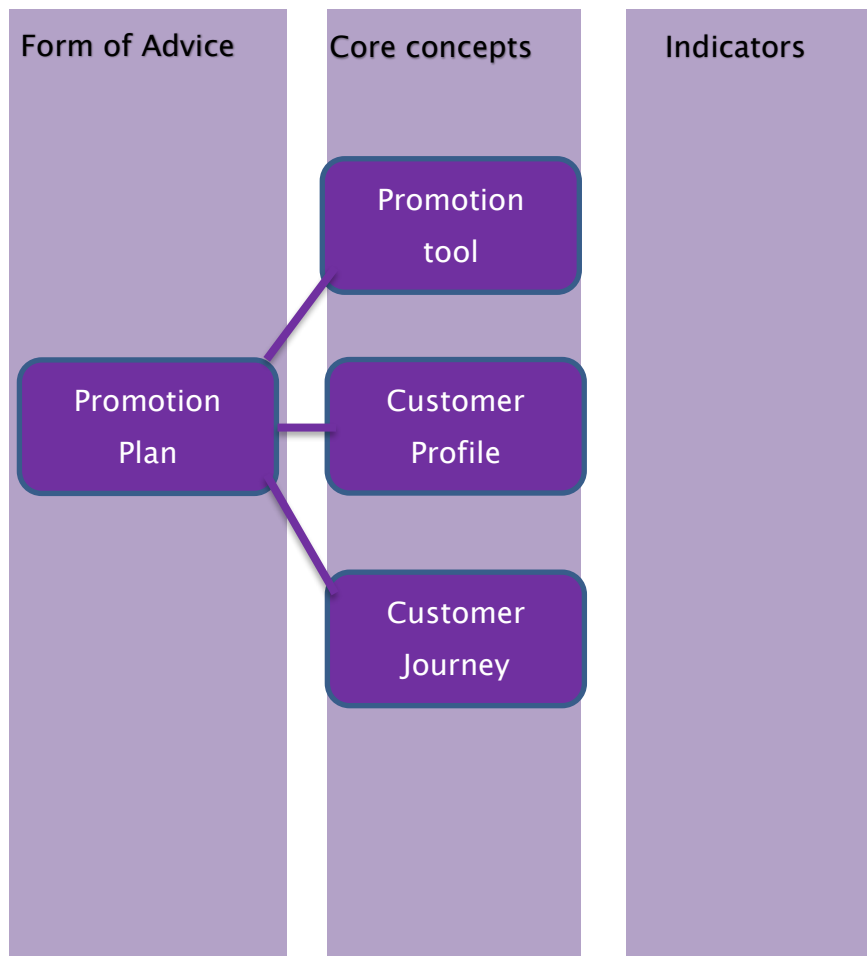
Every source in the thesis is assessed by the AAOCC–criteria in order to ensure that the used sources for the thesis are objective, up–to–date, complete, relevant, valid, reliable and credible. To make sure that the information is not outdated, only sources of 2001 and later are used. Different sources are compared in order to select most completed and relevant sources on the topics of the thesis. Sources with a different aspect or perspective on the core concept are elaborated in the theoretical framework in order to provide different but relevant definitions or insights into the topic. The more insights on a topic, the more complete the understanding of a core concept will be. The following scheme shows an example of the search process of an article.

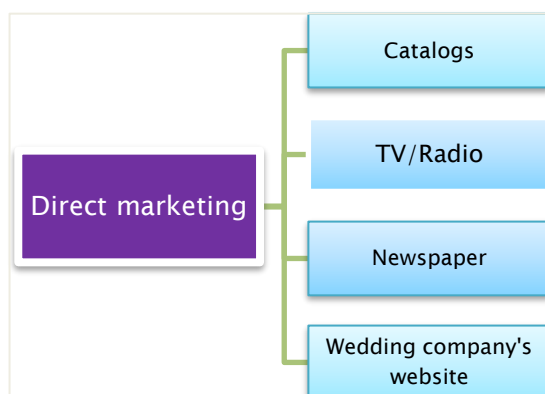
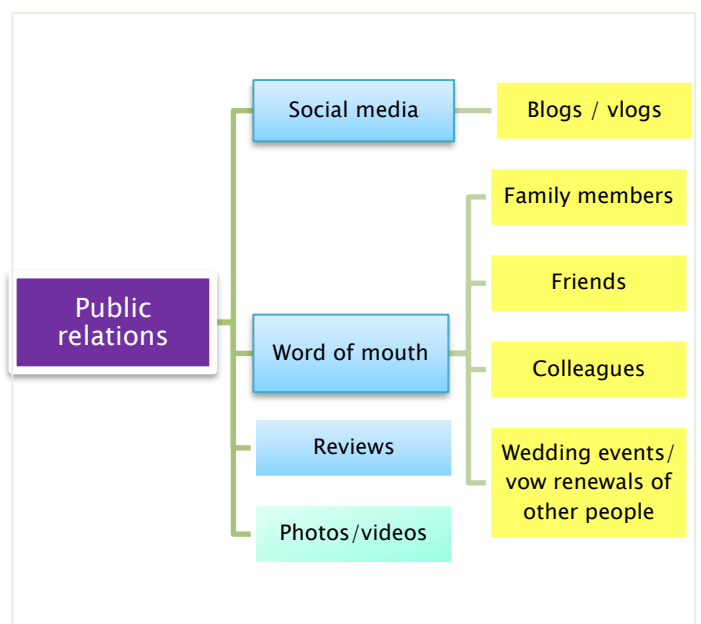
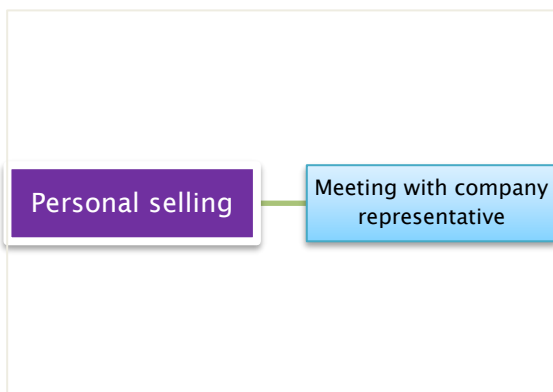
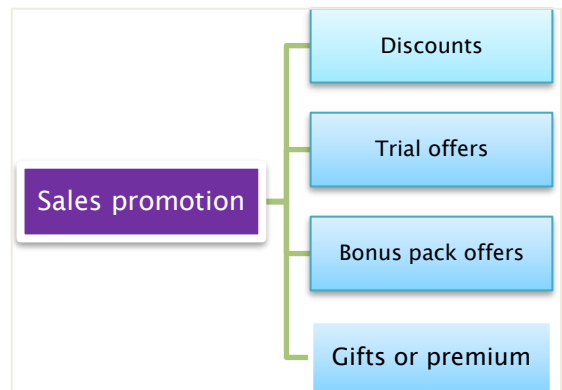
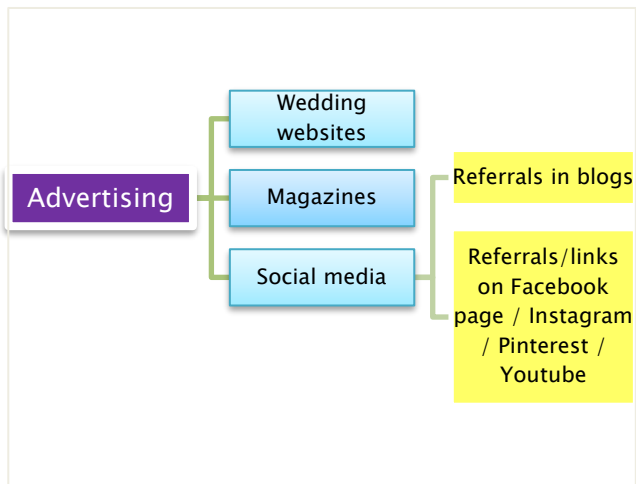
Shen, J., Saijo, T. (2008). Reexamining the relations between socio–demographic characteristics and individual environmental concern: Evidence from Shanghai data. <i>Journal of environmental psychology, 28</i> (1), 42–50.	
Authority	This article is written by Junyi Shen, PhD in Economics with many publications and work experiences in several International Universities and companies. The PhD of Junyi makes her credible, since it shows that she has a lot of experiences and knowledge in the field of economics. The article is also written by Tatsuyoshi Saijo, a professor at the Osaka University in Japan. This makes him a credible author since his work gives him a good insight into education and learning. Furthermore, the article is published in the <i>Journal of environmental psychology</i> , an interdisciplinary journal that publishes scientific research and theoretical articles in applied areas of environmental psychology. All in all, this makes the source valid and reliable.
Accuracy	The article consists of many references to other academic articles. This makes the article reliable and accurate. In the introduction of the article, the authors refer to more than forty academic sources.
Objectivity	The <i>Journal of environmental psychology</i> reflects scientific development in the field of environmental psychology and aspires to provide scientific theories and sources and to avoid subjective sources. This makes the article an objective source.
Currency	The information in the article is valid since it is written in 2008 and since the definition of socio–demographic will not change very quickly or often.
Coverage	The article seems to be complete, unique and relevant since it provides different insights into the definition of socio–demographic characteristics which is a part of the core concept ‘customer profile’ that needed to be looked into. Moreover, the article is being supported by a numerous of other academic sources that complete the content of the source.

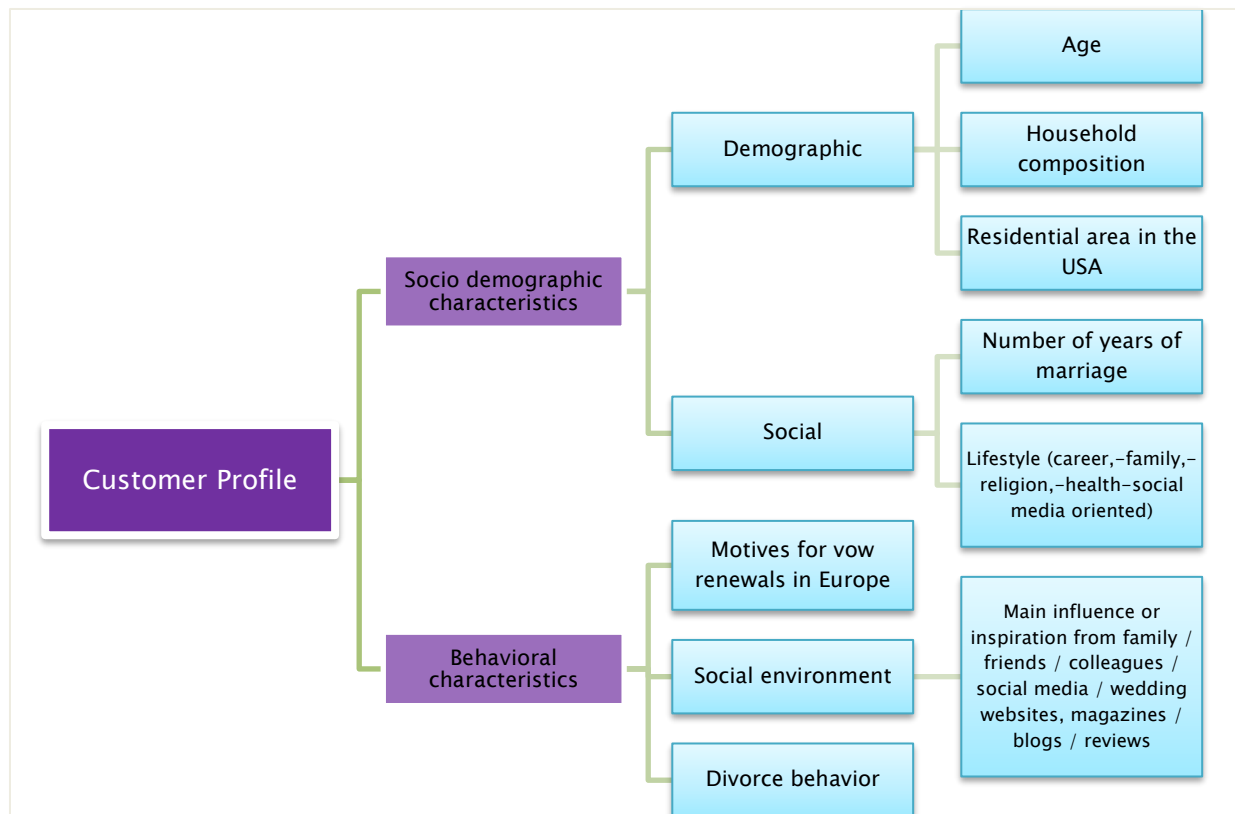
Appendix B – Conceptual model of core concepts

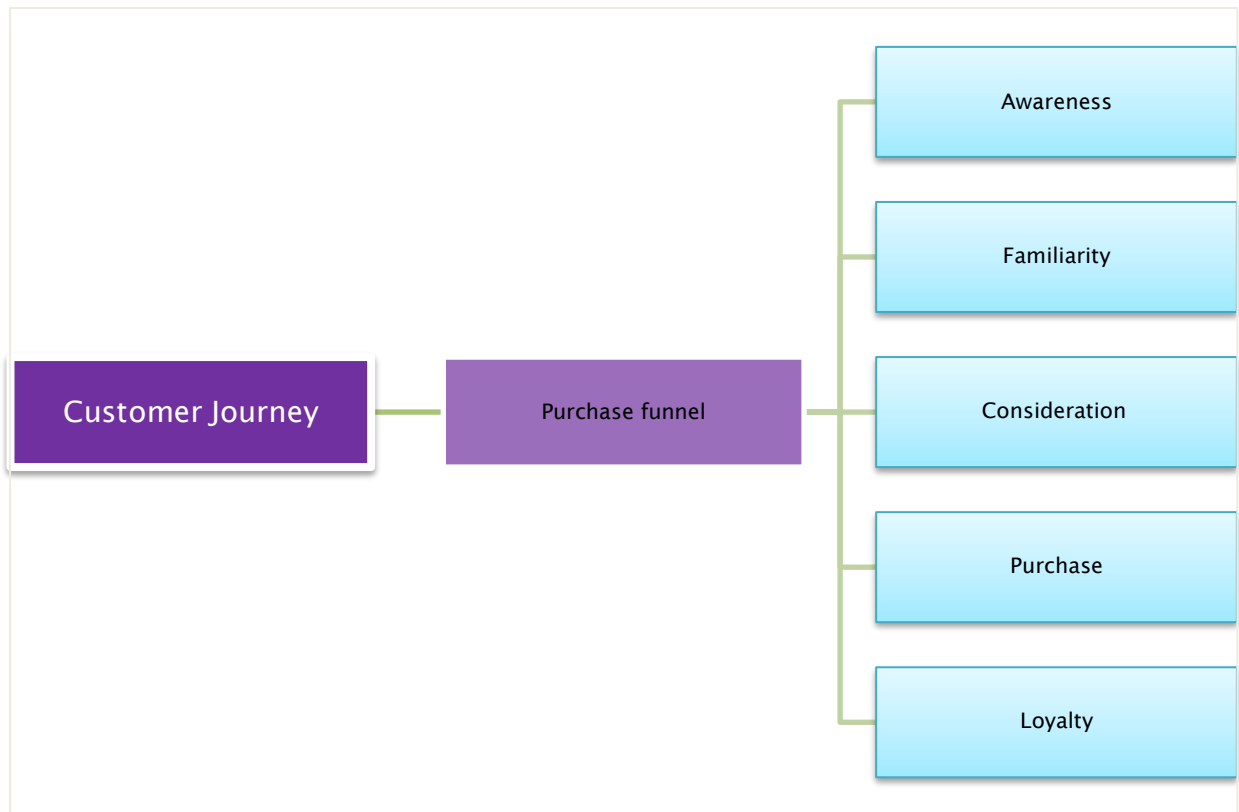


Appendix C Operationalization of core concepts









Appendix D – Tables and cross tabulations of data analysis

Table 5.1 – Gender of respondents

#	Gender	%	Frequency
1	Male	19.7%	27
2	Female	80.3%	110
	Total	100%	137

Table 5.2 – Age of respondents

#	Age	%	Frequency
1	18–25	10.9%	15
2	26–35	43.1%	59
3	36–45	24.1%	33
4	46–55	14.6%	20
5	56–65	4.4%	6
6	65+	2.9%	4
	Total	100%	137

Table 5.3 State of respondents

#	State	%	Frequency
1	Alabama	1.5%	2
2	Alaska	0.7%	1
3	Arizona	1.5%	2
4	Arkansas	0.7%	1
5	California	11.7%	16
6	Colorado	1.5%	2
7	Connecticut	3.7%	5
8	Delaware	1.5%	2
9	Florida	5.1%	7
10	Georgia	4.4%	6

11	Hawaii	0.00%	0
12	Idaho	0.7%	1
13	Illinois	5.8%	8
14	Indiana	3.7%	5
15	Iowa	0.00%	0
16	Kansas	0.7%	1
17	Kentucky	0.73%	1
18	Louisiana	2.2%	3
19	Maine	0.00%	0
20	Maryland	3.7%	5
21	Massachusetts	4.4%	6
22	Michigan	2.2%	3
23	Minnesota	2.9%	4
24	Mississippi	0.7%	1
25	Missouri	1.5%	2
26	Montana	0.00%	0
27	Nebraska	0.00%	0
28	Nevada	0.7%	1
29	New Hampshire	0.7%	1
30	New Jersey	3.7%	5
31	New Mexico	0.00%	0
32	New York	3.67%	5
33	North Carolina	2.9%	4
34	North Dakota	0.00%	0
35	Ohio	2.2%	3
36	Oklahoma	2.2%	3
37	Oregon	2.2%	3
38	Pennsylvania	2.2%	3
39	Rhode Island	0.00%	0
40	South Carolina	0.00%	0

41	South Dakota	0.00%	0
42	Tennessee	2.9%	4
43	Texas	5.8%	8
44	Utah	1.5%	2
45	Vermont	0.00%	0
46	Virginia	3.7%	5
47	Washington	1.5%	2
48	West Virginia	2.9%	4
49	Wisconsin	0.00%	0
50	Wyoming	0.00%	0
	Total	100%	137

Table 5.4 – Number of marriage years of respondents

#	# Marriage year	%	Frequency
1	0–5	46.0%	63
2	6–10	24.8%	34
3	11–15	7.3%	10
4	16–20	8.8%	12
5	21–25	2.9%	4
6	26–30	3.7%	5
7	31–35	2.9%	4
8	36–40	1.5%	2
9	40 or above	2.2%	3
	Total	100%	137

Table 5.5 – Number of marriage of respondents

#	Number marriages	%	Frequency
1	First marriage	76.6%	105
2	Second marriage	20.4%	28

3	Third marriage	1.5%	2
4	Other	1.5%	2
	Total	100%	137

Table 5.6 – Household composition of respondents

#	Current household composition	%	Frequency
1	Me and my spouse	50.4%	69
2	Me, my spouse and 1 child	18.9%	26
3	Me, my spouse and 2 children	14.6%	20
4	Me, my spouse and 3 children	8.0%	11
5	Me, my spouse and more than 3 children	5.8%	8
6	Other	2.2%	3
	Total	100%	137

Table 5.21 – Interest for vow renewals

#	Has taken or is interested in a vow renewal	%	Frequency
1	Yes	44%	55
2	No	56%	69
	Total	100%	124

Table 5.22 – Motivation for taking a vow renewal

Field	Percentage
To revive my wedding	16%
To have a wedding I have always dreamed of	9%
To celebrate it in another way	13%
To celebrate a landmark anniversary	30%
To start afresh	11%
Due to emotional turmoil in marriage	5%
Due to health circumstances	2%
Due to other couples who renew their vows	4%
As an excuse to organize a (wedding) party again	9%
Other, namely:	1%
	82

Showing Rows: 1 - 11 Of 11

Table 5.23 – Budget of respondents for a vow renewal (in \$)

Field	Percentage
< 5000	62%
5000 - 10.000	18%
10.000 - 15.000	18%
15.000 - 20.000	0%
20.000 - 25.000	0%
25.000 >	3%
	39

Showing Rows: 1 - 7 Of 7

Table 5.24 Organization for a vow renewal

Field	Percentage
Myself	33%
My family / my friends	18%
A wedding planner	13%
Partly by myself and partly by wedding planner	31%
Other, namely:	5%
	39

Showing Rows: 1 - 6 Of 6

Table 5.25 Motivation of organizing vow renewal by the respondents themselves

Field	Percentage
Because I want to conduct my own creativity and skills	46%
Because I want to take control of everything	23%
Because a wedding planner is too expensive	15%
Other, namely:	15%
	13

Showing Rows: 1 - 5 Of 5

Table 5.26 Motivation of organizing vow renewal by family / friends

Field	Percentage
Because my family / friends have the ability and capacity to organize a vow renewal	71%
Because of a lack of skill to organize events by myself	14%
Because a wedding planner is too expensive	0%
Other, namely:	14%
	7

Showing Rows: 1 - 5 Of 5

Table 5.27 Motivation of organizing vow renewal by a wedding planner / wedding company

Field	Percentage
Because I want to enjoy and let the wedding planner take care of everything	50%
Because of a lack of skill to organize events	33%
Because I have heard positive stories about hiring a wedding planner	0%
Because I have good experiences with a wedding planner	17%
Other, namely:	0%
	6

Showing Rows: 1 - 6 Of 6

Table 5.28 Motivation of organizing vow renewal partly by the respondent themselves and partly by a wedding planner

Field	Percentage
Because I want to make use of my own ideas and the organization skills of a wedding planner	77%
Because a wedding planner for the complete organization is too expensive	23%
Other, namely:	0%
	13

Showing Rows: 1 - 4 Of 4

Table 5.31 – Gender

			Valid
	Gender	N	Percent
I have renewed my vows or I am interested in a vow renewal	Male	12	22,4%
	Female	43	77,6%

Table 5.32 – Age

			Valid
	My age	N	Percent
I have renewed my vows or I am interested in a vow renewal	18-25	7	12,2%
	26-35	21	40,2%
	36-45	14	25,2%
	46-55	8	14,0%
	56-65	3	5,6%
	65+	2	2,8%

Table 5.33 – Number of years of marriage

	I have been married for ... years		Valid
		N	Percent
I have renewed my vows or I am interested in a vow renewal	0-5	25	45,4%
	6-10	13	23,4%
	11-15	4	7,3%
	16-20	4	7,3%
	21-25	2	3,6%
	26-30	2	3,6%
	31-35	2	3,6%
	36-40	1	1,8%
	40 or above	2	3,6%

Table 5.34 – Number of marriage

			Valid
	This is my...	N	Percent
I have renewed my vows or I am interested in a vow renewal	First marriage	40	72,7%
	Second marriage	12	21,8%
	Third marriage	1	1,8%
	Other	2	3,6%

Table 5.35 – Household composition

	My current household composition consists of...	Valid	
		N	Percent
I have renewed my vows or I am interested in a vow renewal	Me and my spouse	27	49,1%
	Me, my spouse and 1 child	11	20,0%
	Me, my spouse and 2 children	9	16,4%
	Me, my spouse and 3 children	3	5,4%
	Me, my spouse and more than 3 children	4	7,3%
	Other	1	1,8%

Table 5.36 – Level of importance – Family, career, religion, health, use of social media

	Please fill in to which extent the following subjects are important to you - My family	Valid			Please fill in to which extent the following subjects are important to you - My career	Valid	
		N	Percent			N	Percent
I have renewed my vows or I am interested in a vow renewal	Not at all important	1	1,8%	I have renewed my vows or I am interested in a vow renewal	Not at all important	4	7,3%
	Fairly important	3	5,4%		Slightly important	3	5,4%
	Very important	15	27,3%		Fairly important	14	25,4%
					Very important	28	50,9%
	Please fill in to which extent the following subjects are important to you - My religion	Valid			Please fill in to which extent the following subjects are important to you - My health	Valid	
		N	Percent			N	Percent
I have renewed my vows or I am interested in a vow renewal	Not at all important	17	30,9%	I have renewed my vows or I am interested in a vow renewal	Fairly important	12	21,5%
	Slightly important	9	16,4%		Very important	29	52,3%
	Fairly important	8	14,5%		Extremely important	14	26,2%
	Very important	13	23,6%				
	Extremely important	8	14,5%				
	Please fill in to which extent the following subjects are important to you - The use of social media	Valid					
		N	Percent			N	Percent
I have renewed my vows or I am interested in a vow renewal	Not at all important	12	20,6%				
	Slightly important	17	30,8%				
	Fairly important	13	23,4%				
	Very important	12	21,5%				
	Extremely important	2	3,6%				

Table 5.37 – Frequency of usage of social media

	Please fill in the frequency of usage of the following social media channels - Facebook	Valid			Please fill in the frequency of usage of the following social media channels - Twitter	Valid	
		N	Percent			N	Percent
I have renewed my vows or I am interested in a vow renewal	Never	3	5,4%	I have renewed my vows or I am interested in a vow renewal	Never	22	40,0%
	Rarely	4	7,3%		Rarely	13	23,6%
	Occasionally	10	18,1%		Occasionally	10	18,2%
	Frequently	18	32,7%		Frequently	8	14,5%
	Very frequently	20	36,4%		Very frequently	2	3,6%

	Please fill in the frequency of usage of the following social media channels - Linked In	Valid	
		N	Percent
I have renewed my vows or I am interested in a vow renewal	Never	20	36,5%
	<u>Rarely</u>	15	27,1%
	<u>Occasionally</u>	14	26,2%
	<u>Frequently</u>	5	8,4%
	<u>Very frequently</u>	1	1,8%
		-	-
	Please fill in the frequency of usage of the following social media channels - Pinterest	Valid	
		N	Percent
I have renewed my vows or I am interested in a vow renewal	Never	15	27,1%
	<u>Rarely</u>	12	22,4%
	<u>Occasionally</u>	15	28,0%
	<u>Frequently</u>	9	15,9%
	<u>Very frequently</u>	4	6,5%

	Please fill in the frequency of usage of the following social media channels - Instagram	Valid	
		N	Percent
I have renewed my vows or I am interested in a vow renewal	Never	17	30,8%
	<u>Rarely</u>	5	8,4%
	<u>Occasionally</u>	9	15,9%
	<u>Frequently</u>	11	20,6%
	<u>Very frequently</u>	13	24,3%
		-	-
	Please fill in the frequency of usage of the following social media channels - YouTube	Valid	
		N	Percent
I have renewed my vows or I am interested in a vow renewal	Never	4	6,4%
	<u>Rarely</u>	12	21,5%
	<u>Occasionally</u>	18	33,6%
	<u>Frequently</u>	13	24,4%
	<u>Very frequently</u>	8	14,0%

Table 5.38 – Frequency of usage of information sources

	Please fill in the frequency of usage of the following information sources - Magazines / Catalogs	Valid	
		N	Percent
I have renewed my vows or I am interested in a vow renewal	Never	5	9,3%
	<u>Rarely</u>	21	37,4%
	<u>Occasionally</u>	18	31,8%
	<u>Frequently</u>	8	15,9%
	<u>Very frequently</u>	3	5,6%
		-	-
	Please fill in the frequency of usage of the following information sources - Books	Valid	
		N	Percent
I have renewed my vows or I am interested in a vow renewal	Never	2	3,6%
	<u>Rarely</u>	7	12,2%
	<u>Occasionally</u>	20	35,5%
	<u>Frequently</u>	15	28,0%
	<u>Very frequently</u>	11	20,6%

	Please fill in the frequency of usage of the following information sources - Newspaper	Valid	
		N	Percent
I have renewed my vows or I am interested in a vow renewal	Never	11	20,6%
	<u>Rarely</u>	20	35,5%
	<u>Occasionally</u>	13	24,3%
	<u>Frequently</u>	7	12,2%
	<u>Very frequently</u>	4	7,4%
		-	-
	Please fill in the frequency of usage of the following information sources - Websites	Valid	
		N	Percent
I have renewed my vows or I am interested in a vow renewal	<u>Rarely</u>	2	3,6%
	<u>Occasionally</u>	7	13,1%
	<u>Frequently</u>	17	30,0%
	<u>Very frequently</u>	29	53,3%

	Please fill in the frequency of usage of the following information sources - Blogs / Vlogs	Valid	
		N	Percent
I have renewed my vows or I am interested in a vow renewal	Never	7	13,7%
	<u>Rarely</u>	14	25,2%
	<u>Occasionally</u>	15	27,1%
	<u>Frequently</u>	13	23,5%
	<u>Very frequently</u>	6	10,3%

	Please fill in the frequency of usage of the following information sources - TV / Radio	Valid	
		N	Percent
I have renewed my vows or I am interested in a vow renewal	Never	1	1,8%
	<u>Rarely</u>	5	9,9%
	<u>Occasionally</u>	16	29,0%
	<u>Frequently</u>	16	29,0%
	<u>Very frequently</u>	17	30,3%

Table 5.41 – Interest in a vow renewal in Europe

#	Interested in vow renewal in Europe	%	Frequency
1	Yes	11%	6
2	Maybe	40%	22
3	No	49%	27
	Total	100%	55

Table 5.42 – Motivation for taking a vow renewal in Europe

Field	Percentage
Me and/or my spouse come from Europe	0%
Family lives in Europe	0%
My spouse and I have positive experiences with Europe	0%
It is my dream to renew my vows in Europe	17%
I would like to try something different	67%
Other, namely:	17%
	6

Showing Rows: 1 - 7 Of 7

Table 5.43 – Motivation for 'maybe' taking a vow renewal in Europe

#	Field	Percentage
1	Me and/or my spouse come from Europe	14%
2	Family lives in Europe	9%
3	My spouse and I have positive experiences with Europe	27%
4	It is my dream to renew my vows in Europe	5%
5	I would like to try something different	36%
6	Other, namely:	9%
		22

Showing Rows: 1 - 7 Of 7

Table 5.44 – Motivation for not taking a vow renewal in Europe

Field	Percentage
I do not have any connection with Europe	41%
It is too expensive	41%
My own country offers better possibilities and facilities for vow renewals	14%
Other, namely:	5%
	22

Showing Rows: 1 - 5 Of 5

Table 5.51 – Level of influence – awareness stage

Field	Minimum	Maximum	Mean	Std Deviation
Family members	1.00	5.00	2.91	1.23
Friends	1.00	5.00	2.66	1.15
Colleagues	1.00	5.00	2.00	0.94
Wedding ceremonies or vow renewals of other people	1.00	5.00	2.50	1.15
Social media	1.00	5.00	2.27	1.21

Table 5.52 – Level of influence – familiarity stage

Field	Minimum	Maximum	Mean	Std Deviation
Family members	1.00	5.00	2.69	1.17
Friends	1.00	5.00	2.75	1.09
Colleagues	1.00	5.00	2.20	1.17
Social media	1.00	5.00	2.62	1.14
Wedding websites	1.00	5.00	2.91	1.13
Wedding magazines	1.00	5.00	2.52	1.13
Wedding blogs / vlogs	1.00	5.00	2.56	1.19
Reviews	1.00	5.00	3.37	1.24

Table 5.53 – Level of importance – Consideration stage

Field	Minimum	Maximum	Mean	Std Deviation
Informative emails from the company	1.00	5.00	2.76	1.19
Reviews	1.00	5.00	3.81	1.07
Photos/videos	1.00	5.00	3.84	1.03
Communication channels (e.g Twitter, Facebook, phone line service)	1.00	5.00	3.14	1.08

Table 5.54 – Level of importance – Purchase stage

Field	Minimum	Maximum	Mean	Std Deviation
Discounts	1.00	5.00	2.96	1.10
Trial offers	1.00	5.00	2.48	1.18
Bonus pack offers	1.00	5.00	2.78	1.26
Gifts or Premium (an offered free product or service or with a low price in return for the purchase of one or many services)	1.00	5.00	2.78	1.18

Table 5.55 – Probability of occurrence – Loyalty stage

Field	Minimum	Maximum	Mean	Std Deviation
I would recommend the services of the wedding company to other people	1.00	5.00	3.94	0.88
I would write a review	1.00	5.00	3.56	1.02
I would keep contact with the wedding company	1.00	5.00	2.57	0.88
I would consider choosing the services of the company again for a new vow renewal	1.00	5.00	3.14	0.99

Appendix E – Survey

Q#	Question	Type of answer	Answers / examples	Comment
Questions regarding characteristics of customer profile				
1	Male/female	Selection 1 of 2	Male/female	Demographic
2	My age	Multiple choice	18-25 / 26-35 / 36-45 / 46-55 / 56-65 / 65+	Demographic
3	The beautiful state I live	Multiple choice	Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware Florida Georgia Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana Nebraska Nevada New Hampshire New Jersey New Mexico New York North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania	Demographic

			Rhode Island South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington West Virginia Wisconsin Wyoming	
4	I have been married now for	Multiple choice	0-5 years 6-10 years 11-15 years 16-20 years 21-25 years 26-30 years 31-35 years 36-40 years 40 years or above	Socio-demographic
5	This is my...	Multiple choice	First/second/third marriage / other	Socio-demographic
6	My current household composition	Multiple choice	Spouse and: - 1 child - 2 children - 3 children - More than 3 children	Demographic
7	To which extent is your <u>career</u> important to you?	Likert scale	Not important till very important (5 options)	Socio-demographic
8	To which extent is your <u>family</u> important to you?	Likert scale	Not important till very important (5 options)	Socio-demographic
9	To which extent is your <u>religion</u> important to you?	Likert scale	Not important till very important (5 options)	Socio-demographic
10	To which extent is your <u>health</u> important to you?	Likert scale	Not important till very important (5 options)	Socio-demographic
11	To which extent is the use of <u>social media</u> important to you?	Likert scale	Not important till very important (5 options)	Socio-demographic

Questions regarding customer journey (touchpoints) + promotion tool

12 Please fill in the frequency of usage of the following social media channels

12a	Facebook	Likert scale	Never till very frequently (5 opt.)	
12b	Twitter	Likert scale	Never till very frequently (5 opt.)	
12c	LinkedIn	Likert scale	Never till very frequently (5 opt.)	
12d	Instagram	Likert scale	Never till very frequently (5 opt.)	
12e	Pinterest	Likert scale	Never till very frequently (5 opt.)	
12f	YouTube	Likert scale	Never till very frequently (5 opt.)	

13 Please select your motivation for usage of the social media channels

13a	Facebook	Multiple choice	<ul style="list-style-type: none"> - For social networking - For business networking - For inspiration - For entertainment - For news - N/A 	Possible to select more options
13b	Twitter	Multiple choice	<ul style="list-style-type: none"> - For social networking - For business networking - For inspiration - For entertainment - For news - N/A 	Possible to select more options
13c	LinkedIn	Multiple choice	<ul style="list-style-type: none"> - For social networking - For business networking - For inspiration - For entertainment - For news - N/A 	Possible to select more options
13d	Instagram	Multiple choice	<ul style="list-style-type: none"> - For social networking - For business networking - For inspiration - For entertainment - For news - N/A 	Possible to select more options
13e	Pinterest	Multiple choice	<ul style="list-style-type: none"> - For social networking - For business networking - For inspiration - For entertainment - For news - N/A 	Possible to select more options
13f	YouTube	Multiple choice	<ul style="list-style-type: none"> - For social networking - For business networking - For inspiration - For entertainment - For news - N/A 	Possible to select more options

14 Please fill in the frequency of usage of the following information sources

14a	Magazines	Likert scale	Never till very frequently (5 opt.)	
14b	Newspaper	Likert scale	Never till very frequently (5 opt.)	
14c	Books	Likert scale	Never till very frequently (5 opt.)	
14d	Website	Likert scale	Never till very frequently (5 opt.)	
14e	Social Networking applications (e.g. blogs, vlogs)	Likert scale	Never till very frequently (5 opt.)	
14f	TV/Radio	Likert scale	Never till very frequently (5 opt.)	

15 Please select your motivation for usage of the information sources

15a	Magazines	Multiple choice	- For news - For the latest trends and developments in the wedding industry - For entertainment - N/A	Possible to select more options
15b	Newspaper	Multiple choice	- For news - For the latest trends and developments in the wedding industry - For entertainment - N/A	
15c	Books	Multiple choice	- For news - For the latest trends and developments in the wedding industry - For entertainment - N/A	
15d	Website	Multiple choice	- For news - For the latest trends and developments in the wedding industry - For entertainment - N/A	
15e	Social networking applications (e.g. blogs, vlogs)	Multiple choice	- For news - For the latest trends and developments in the wedding industry - For entertainment - N/A	
15f	TV/Radio	Multiple choice	- For news - For the latest trends and developments in the wedding industry - For entertainment - N/A	

Questions regarding promotion tools on every stage of purchase funnel

16 *Imagine you would consider renewing your vows.....To which extent would the following resources influence your thoughts about vow renewals and wedding companies?*

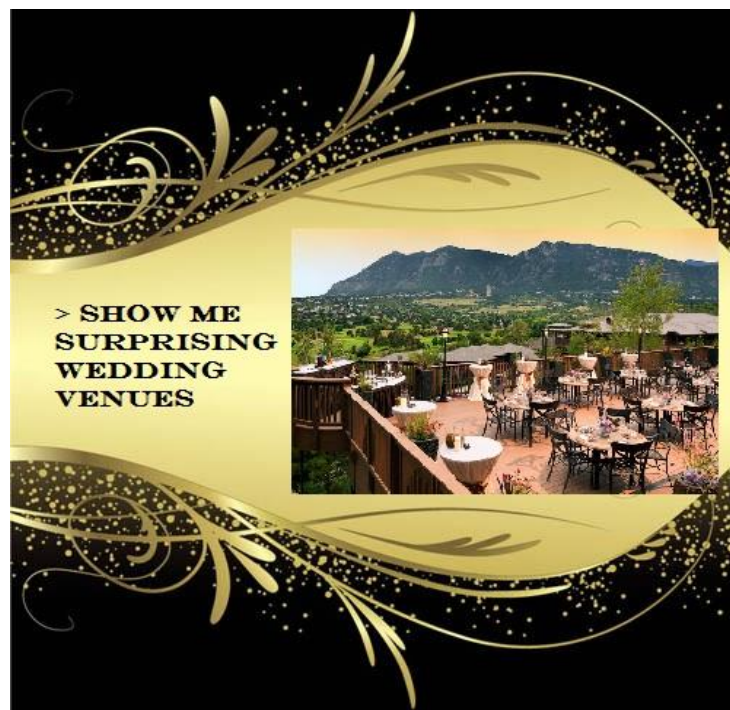
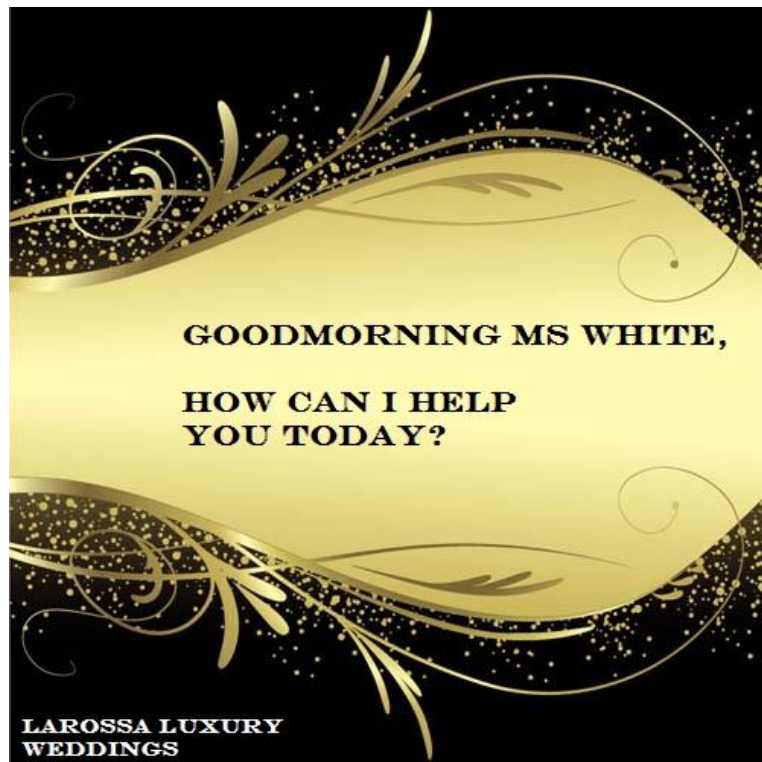
16a	Family members	Likert scale	Not at all till extremely (5 opt.)	Awareness
16b	Friends	Likert scale	Not at all till extremely (5 opt.)	Awareness
16c	Colleagues	Likert scale	Not at all till extremely (5 opt.)	Awareness
16d	Wedding events / vow renewals of other people	Likert scale	Not at all till extremely (5 opt.)	Awareness
16e	Social media	Likert scale	Not at all till extremely (5 opt.)	Awareness
16f	Advertisements	Likert scale	Not at all till extremely (5 opt.)	Awareness

17 <i>The next step is searching for information about vow renewals and wedding companies..... To which extent would the following resources influence your research to information?</i>				
17a	Social media	Likert scale	Not at all till extremely (5 opt.)	Familiarity
17b	Wedding websites	Likert scale	Not at all till extremely (5 opt.)	Familiarity
17c	(Wedding) magazines	Likert scale	Not at all till extremely (5 opt.)	Familiarity
17d	Newspaper	Likert scale	Not at all till extremely (5 opt.)	Familiarity
17e	TV/Radio	Likert scale	Not at all till extremely (5 opt.)	Familiarity
17f	Wedding blogs / vlogs	Likert scale	Not at all till extremely (5 opt.)	Familiarity
17g	Emails with information	Likert scale	Not at all till extremely (5 opt.)	Familiarity
17h	Family members / friends / colleagues	Likert scale	Not at all till extremely (5 opt.)	Familiarity
17i	Wedding events / vow renewals of other people	Likert scale	Not at all till extremely (5 opt.)	Familiarity
17j	Reviews	Likert scale	Not at all till extremely (5 opt.)	Familiarity
18 <i>Once you have found relevant information about vow renewals and a wedding company that seems interesting to you, you are ready to acquire deeper knowledge about the services of the wedding company. To which extent are the following resources important to your consideration of choosing the services of the wedding company?</i>				
18a	Emails with information from the company	Likert scale	Not important till very important (5 options)	Consideration
18b	Reviews about the services of the company	Likert scale	Not important till very important (5 options)	Consideration
18c	Photos / videos from the services of the company	Likert scale	Not important till very important (5 options)	Consideration
18d	Phone call from the company	Likert scale	Not important till very important (5 options)	Consideration
18e	Communication channels (e.g. Twitter, Facebook, Instagram)	Likert scale	Not important till very important (5 options)	Consideration
19 <i>To which extent are the following factors important to you when selecting the services of the wedding company for organizing your vow renewal?</i>				
19a	Discounts	Likert scale	Not important till very important (5 options)	Purchase
19b	Trial offers	Likert scale	Not important till very important (5 options)	Purchase
19d	Bonus pack offers	Likert scale	Not important till very important (5 options)	Purchase
19e	Gifts or Premium (an offered free product or service or with a low price in return for the purchase of one or many services)	Likert scale	Not important till very important (5 options)	Purchase
20 <i>Imagine it is now about 3 months later after your vow renewal and you are satisfied with the services of the wedding company you have chosen for your vow renewal..... To which extent would you conduct the following actions?</i>				

20a	I would recommend the services of the wedding company to other people	Likert scale	Definitely not till definitely (5 opt)	Loyalty
20b	I would write a review	Likert scale	Definitely not till definitely (5 opt)	Loyalty
20c	I would keep contact with the wedding company	Likert scale	Definitely not till definitely (5 opt)	Loyalty
20d	I would consider choosing the services of the company again for a new vow renewal	Likert scale	Definitely not till definitely (5 opt)	Loyalty
Questions regarding vow renewals				
21	I have renewed my vows or I am interested in a vow renewal	Selection 1 of 2	Yes/No	'No' = questionnaire finished
22	My motive for celebrating a vow renewal	Multiple choice	<ul style="list-style-type: none"> - To revive my wedding - To have a wedding I have always dreamed of - To celebrate it in another way - To celebrate a landmark anniversary - To start afresh - Due to emotional turmoil in marriage - Due to health circumstances - Due to other couples who renew their vows - As an excuse to organize a (wedding) party again - Other 	Possible to select more options
23	My budget I would like to spend for a vow renewal	Multiple choice	<ul style="list-style-type: none"> - < 5.000 - 5000 - 10.000 - 10.000 – 15.000 - 15.000 – 20.000 - 20.000 - 25.000 - 25.000 > 	
24	I would like my vow renewal ceremony to be organized by...	Multiple choice	<ul style="list-style-type: none"> - Myself - My family - My friends - A wedding planner/company - Partly by myself and partly by wedding planner - Other 	
25	Please motivate your previous selection	Multiple choice	<ul style="list-style-type: none"> - Because I want to conduct my own creativity and skills - Because I want to take control of everything 	Possible to select more options

			<ul style="list-style-type: none"> - Because a wedding planner is too expensive - Because my friends / family have the ability and capacity to organize my wedding - Because I want to enjoy and let the wedding planner take care of everything - Because of a lack of skill to organize events - Because I have heard positive stories about taking a wedding planner - Because I want to make use of my own ideas and the organization skills of a wedding planner - Other 	
	Questions regarding a vow renewal in Europe			
26	I am interested in a vow renewal in Europe	Selection 1 of 2	Yes/No	'No'= questionnaire finished
27	In case 'Yes' → My motive for celebrating a vow renewal in Europe	Multiple choice	<ul style="list-style-type: none"> - Me and/or my spouse come from Europe - Family lives in Europe - My spouse and I have positive experiences with Europe - It is my dream to renew my vows in Europe - Other 	
28	In case 'No' → Reason why I am not interested in renewing my vows in Europe	Multiple choice	<ul style="list-style-type: none"> - I do not have any connection with Europe - It is too expensive - My own country offers better possibilities and facilities for vow renewals - Other 	

Appendix F – Design Larossa Luxury App





**> LEAD ME TO
FASCINATING
PHOTOGRAPHERS**



**> INSPIRE ME WITH
WEDDING PROPOSAL
PHOTOS & IDEAS**



Appendix G – Blog example of Larossa Luxury Weddings

Never judge a place by its outer layer – by Janica Bonestroo

Have you ever heard of the Smokey Mountain in the Philippines? It is a large landfill with millions of trash and hundreds of people living in this place. I always thought this would be the worst place I would ever see in my entire life. Hundreds of people living on two million metric tons of waste. When I planned to visit this place, I assumed that this place would change my whole idea about poverty. And it happened. But it turned out to a whole different perspective than I had expected.

The people I've seen living on this mountain of trash were happy. I really mean, HAPPY. Their smiles meant the world to me, and I realized how happy they were with the things they got. And what they did not got. Because these people don't possess much, they don't worry much and don't long for much. It made me feel spoiled and poor at the same time. Due to our experiences and lifestyle, we always have an idea about things, an opinion, and estimation about situations. This is what we also tend to do with places we have never seen or visited in our lives.

Take for example...Scandinavia. Be honest with yourself, what are your first thoughts about this area? Is it.... coldness, large, empty surfaces and individualized people? To be honest...that's what I thought until the moment I saw the inner layer of this infinite area. For example:



(<https://www.facebook.com/Larossa-Luxury-Weddings-Events-1721222921459522/>)

Or this:



Scandinavia is amazing! The mountains, people, environment and even the fresh air were happy. I really mean, HAPPY. Their smiles meant the world to me! 😊

If you ever plan to marry in this fortunate area, please visit the hidden caves and mountains and combine it with the wedding venue at *Pullman's Waterfront Banquets*.

(<http://www.waterfrontbanquets.com/>)



If you take a wedding boat in the North of Norway, don't forget to provide your guests an unforgettable dinner with an amazing view from the *Cornelius Sjømatrestaurant*:

(<http://corneliusrestaurant.no/>)



From my point of view, I could say that Scandinavia surprises me and that also Scandinavia tells me: Never judge a place by its outer layer.

Appendix H – Example personal online wedding book





EVERY MONDAY & FRIDAY

TO THE GYM

TOGETHER WITH JAY & ASHLEY

*Manicure &
pedicure time!*

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