

## An Analytical Study of People Perspective of Modern Marriage Ceremonies

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**Abstract:** Marriage is an institution considered sacred in several cultures and provide base and structure to society for its sociological identity. This paper is a solemn attempt to provide a comprehensive perspective regarding the modern marriage practices and ceremonies. Moreover, it explores the contemporary marriage practices and norms, which are practiced by the contemporary society. It also discusses the contemporary perceptions of traditional marriage. Customs of marriage keep on changing with changing ages and phases of society. Modern times have brought in several changes in marriages, which are performed in different parts of India in different regions. With changing times social, cultural, technological and economic factors have brought in changes in marriage practices and ceremonies performed therein. Present study discusses the factors, which have driven the traditional and modern marriage ceremonies and have led to transcendental shift in attitude towards marriage practices. Through a survey-based methodology the present study explores and examines the general attitude of individuals towards different aspects of practices that are followed in marriages. It discusses factors such as attire, rituals, decoration, and marriage planning strategies. The findings underscore insights regarding modern marriage practices, inherent views of society, families and cotemporary trends that are followed in marriages of modern times. The paper also highlights the growing influence of technology and social media in shaping the form and trends of marriages in India.

**Keywords:** Marriages, Hindu, India, Modern, Rituals, Ceremony, etc.

### 1. INTRODUCTION

Marriages have evolved from social affairs in ancient times to the occasions of grand celebrations in modern times. It is a social and cultural institution that has witnessed many changes over time (Trabka et al., 2024; Rostami et al., 2024; Badgett et al., 2024; Kumar et al., 2024; Agarwal, 2024). Advent of modern practices, themes in decoration, catering and partying significantly influenced the manner, marriages are perceived and performed (Ballano, 2024; Prasada et al., 2024; Shayani, 2024; Badgett et al., 2024). Globalization, evolving social values, and technological advancements are certain factors, which have lead to changes in the traditional marriage practices (Anthony, 2023; Campero et al., 2024; Oras, 2024; Simuziya, 2024; Farhan et al., 2024). Modern marriages do not follow the traditional practices, which are age old and have been the focal point of marriages from ancient times (Rostami et al., 2024; Casey et al., 2024; Srivastava & Misra, 2024; Kumar et al., 2024; Agarwal, 2024). It was usual in traditional marriage practices to follow strict rituals and customs, which made the marriage a highly personalized event and deeply reflected tastes and preferences of contemporary times (Agarwal, 2024). Lately, there have been immense changes in the trends, customs, and practices associated with marriages in India (Casey et al., 2024; Srivastava & Misra, 2024; Kumar et al., 2024; Agarwal, 2024). This change in trends poses the question how the common masses and individuals understand and perceive these changes, and what is the impact of evolving practices that have tendency to align with diverse changes emerging in modern marriage practices (Simuziya, 2024).

Present study is a humble attempt to explore the perspective people hold regarding modern marriage practices, and how they feel like conducting and organizing the marriage ceremonies of their respective families (Campero et al., 2024; Srivastava & Misra, 2024; Kumar et al., 2024; Agarwal, 2024). Moreover, what is the general

attitude and expectations people hold towards the events related to marriages. It also explores the factors that cast impact on expectations people have pertaining to these events (Badgett et al., 2024; Trabka et al., 2024; Rostami et al., 2024; Casey et al., 2024; Srivastava & Misra, 2024; Kumar et al., 2024; Agarwal, 2024). With society acquiring greater diversity and interconnectedness people develop novel perspective, approaches, rituals and practices regarding events related to marriage ceremonies. In addition, technology advancement and social media also cast impact on the rituals and customs along with practices associated with marriages (Oras, 2024; Simuziya, 2024; Farhan et al., 2024; Ballano, 2024; Prasada et al., 2024; Shayani, 2024; Badgett et al., 2024; Trabka et al., 2024; Rostami et al., 2024; Casey et al., 2024; Srivastava & Misra, 2024; Kumar et al., 2024; Agarwal, 2024; Campero et al., 2024; Anthony, 2023). With more and more influence of advancing technology and social media there has been increasing trend towards destination marriages that have begun to alter the very essence of marriages in India (Anthony, 2023; Campero et al., 2024; Oras, 2024; Simuziya, 2024; Farhan et al., 2024; Ballano, 2024; Prasada et al., 2024; Shayani, 2024; Badgett et al., 2024; Trabka et al., 2024; Rostami et al., 2024; Casey et al., 2024; Srivastava & Misra, 2024; Kumar et al., 2024; Agarwal, 2024). This has created a hybrid trend of marriages and has led to blend of modern and traditional marriages with addition of modern elements. This paper endeavours to examine the contemporary practices followed in marriages and investigate evolving nature and practices of marriages.

## 2. Literature Review

The perspective and nature of marriages have evolved significantly in India. It has now a blend of traditional rituals and modern-day practices, which are prevalent generally in marriages across whole nation (Ballano, 2024; Prasada et al., 2024; Shayani, 2024; Badgett et al., 2024). Marriages have been the institutions which has been deeply inscribed and ingrained in social institutions of India and its different regions following their own varied and unique rituals, customs, and traditions which come up live in marriage ceremonies (Trabka et al., 2024; Rostami et al., 2024; Badgett et al., 2024; Kumar et al., 2024; Agarwal, 2024). Nonetheless, during recent decades the social dynamics of marriages have changed drastically owing to the impact casted by westernization of society in India, which has got impacted due to globalization in economy of India (Anthony, 2023; Campero et al., 2024; Oras, 2024; Simuziya, 2024; Farhan et al., 2024). If considered on traditional terms Indian marriages were basically family affairs and there was great emphasis on cultural customs, rituals, family traditions, which were witnessed in ceremonies of marriages (Rostami et al., 2024; Casey et al., 2024; Srivastava & Misra, 2024; Kumar et al., 2024; Agarwal, 2024). Marriages were mostly done on traditional arranged marriage pattern and whole family was meant to get united in this affair (Casey et al., 2024; Srivastava & Misra, 2024; Kumar et al., 2024; Agarwal, 2024). It was not entirely dependent on couples' likes and dislikes but was done as per the set norms and prevailing rituals and practices of traditional marriages (Campero et al., 2024; Srivastava & Misra, 2024; Kumar et al., 2024; Agarwal, 2024). However, with the rise of modernity in society, marriages have become more and more individualistic and depend on individual affairs. Younger generation in urban areas has been influenced with modern trends and practices and they are now adopting them in their dream marriages (Badgett et al., 2024; Trabka et al., 2024; Rostami et al., 2024; Casey et al., 2024; Srivastava & Misra, 2024; Kumar et al., 2024; Agarwal, 2024). They are not following the traditions followed by their parents and other members of old times. A trend has been particularly witnessed in modern Hindu marriages, wherein there have been social and economic variations in marriages. The most outstanding aspect that has been witnessed is the shift in growing preference for simplified and personalised marriage ceremonies, which do not take much cognizance for societal norms and cater more to the personal preferences. In contemporary times there is no pressure for societal norms and customs (Simuziya, 2024). Marriages are mostly taken as personal affairs; wherein personal preferences are put at higher level than the societal norms. With growing pressure of societal and traditional norms most couples adhere to smaller but extravagant marriages which are more intimate in style and manner. The ceremonies are conducted as per personal tastes (Srivastava & Misra, 2024). This has been the case with younger generations who prioritize their emotional connection and

needs and wish to create more and more intimate and personal memories. They prefer small and intimate ceremonies in comparison to large gatherings.

### **3. CHARACTERISTICS OF MODERN MARRIAGES**

Modern marriage practices especially the Hindu marriages have undergone significant changes which have been witnessed in contemporary marriage practices. Given below are some of the most important marriage practices and their traits:

#### **3.1 Partnership and Equality**

Modern marriages are no longer decided and conducted on the basis of whims and desires of any singly party. Both the parties, may it be from bride or grooms' side have equal say in the matters of marriages. Most importantly bride and groom are the pivotal authorities who decide on the nature, type, and scale of marriage ceremonies. Modern marriage practices lay equal emphasis on the equal roles of bride and groom in decision-making, and finances.

#### **3.2 Emotional connect and compatibility**

Marriages in present times are not decided by parents, and bride and groom have more say in deciding the relationship and the process, marriage ceremony will take place. It is more about emotional connection, and personal fulfilment rather than for social status or economic gains only. However, they do not compromise on their dream marriages and make it a grand affair by going for destination or extravagant marriages.

#### **3.3 Diverse models of Marriages**

Lately there have been changes in laws regarding marriages, which have given rise to non-traditional marriages and family structures. More and more marriages are open to cultural acceptances and interfaith and intercultural marriages.

#### **3.4 Influence of Technology**

With advent of modern times more and more novel trends have come into vogue. People are resorting to social media for online dating and different communication tools that play a major role in acting as a platform for couples' interaction and meeting. Couples can stay connected for longer times and they can share their emotions, likes, dislikes, and plans on these online platforms. Technology has also made it possible that couples can opt for online or long-distance relationships.

#### **3.5 Extravagance**

With change in preference and taste of young generation marriages are performed in simple manner with high costs. People now prefer marriage ceremonies which are intimate, small, one of its kind. They prefer lavish weddings which create memories for lifetime. More and more focus is laid on creation of meaningful moments rather than simply following the traditions and cultural norms.

#### **3.6 Creativity and Personalization**

Marriages are no longer social affairs they have become more and more personal and are reflection of values, personalities, and beliefs of couples getting married. They opt for more and more traits in ceremonies, which are more unique and non-traditional. They create their own norms and rituals in their ceremonies.

#### **3.7 Secular Marriage Ceremonies**

More and more couples are going in for interfaith and non-religious marriage ceremonies. These ceremonies particularly focus on love and partnership rather than religious customs and traditions.

### 3.8 Diverse and Inclusive Marriage ceremonies

More and more marriages are embracing the thought of diverse and inclusive marriage traditions. They opt for same-sex, intercultural and interracial marriages, which are becoming a general norm in present times. Marriages are also becoming more and more eco-friendly with minimal waste. They are also done to match the theme of sustainability and ethical norms.

### 3.9 Effect of Movies Dramas

There has been significant impact of movies and dramas on marriages, which are forcing people to go in for theme parties and marriages which resonate with practices and rituals showcased in movies and dramas.

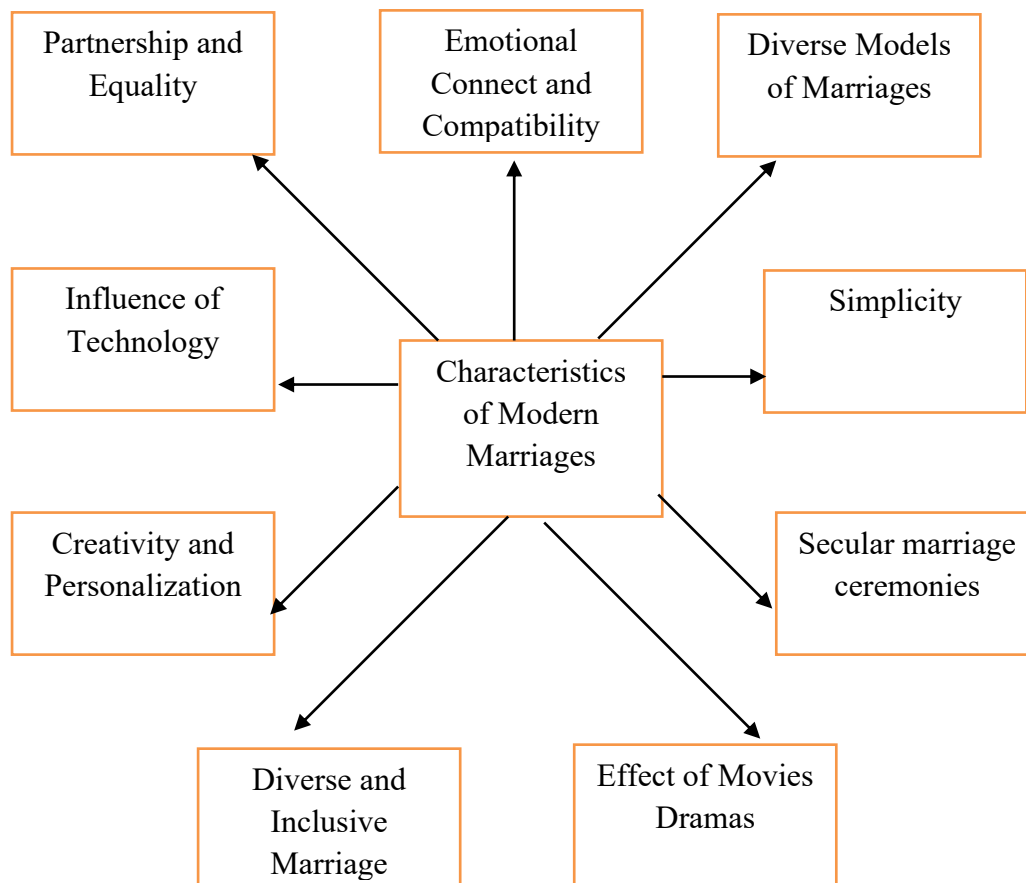


Figure 1: Characteristics of Modern Marriages

## 4. DATA ANALYSIS

| Statistics        |         |     |
|-------------------|---------|-----|
| Total Respondents |         |     |
| N                 | Valid   | 510 |
|                   | Missing | 0   |

**Table 1: Total Respondents**

**Source: personal survey analysis of author**

There are 510 responses for the "Gender of Respondent" variable. This means data was successfully collected for 510 respondents regarding their gender. No data is missing for this variable, i.e., the information about gender is complete for all 510 respondents in the dataset.

| Gender of Respondent |        |           |         |               |                    |
|----------------------|--------|-----------|---------|---------------|--------------------|
|                      |        | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                | MALE   | 459       | 90.0    | 90.0          | 90.0               |
|                      | FEMALE | 51        | 10.0    | 10.0          | 100.0              |
|                      | Total  | 510       | 100.0   | 100.0         |                    |

**Table 2: Gender of Respondent**

**Source: personal survey analysis of author**

The table shows that out of 510 respondents, 459 (90%) are male and 51 (10%) are female. The data is complete with no missing values, and the cumulative percentage reaches 100%, reflecting all responses.

| Age of Respondent |                |           |         |               |                    |
|-------------------|----------------|-----------|---------|---------------|--------------------|
|                   |                | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid             | 30-40 YEARS    | 51        | 10.0    | 10.0          | 10.0               |
|                   | 40-50 YEARS    | 153       | 30.0    | 30.0          | 40.0               |
|                   | ABOVE 50 YEARS | 306       | 60.0    | 60.0          | 100.0              |
|                   | Total          | 510       | 100.0   | 100.0         |                    |

**Table 3: Age of Respondent**

**Source: personal survey analysis of author**

The age distribution of respondents reveals that 10% are in the 30-40 years age group, 30% fall within the 40-50 years range, and the majority, 60%, are above 50 years of age. This indicates that the dataset is predominantly composed of older respondents, with a smaller representation of younger age groups. The cumulative percentage shows a steady increase, reaching 100%, which confirms that the data includes all 510 respondents with no missing values.

| Occupation |                   |           |         |               |                    |
|------------|-------------------|-----------|---------|---------------|--------------------|
|            |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid      | FARMER            | 182       | 35.7    | 35.7          | 35.7               |
|            | PUBLIC SECTOR JOB | 109       | 21.4    | 21.4          | 57.1               |
|            | SELF EMPLOYMENT   | 154       | 30.2    | 30.2          | 87.3               |
|            | OTHERS            | 65        | 12.7    | 12.7          | 100.0              |
|            | Total             | 510       | 100.0   | 100.0         |                    |

**Table 4: Occupation**

**Source: personal survey analysis of author**

The data on respondents' occupations shows that 35.7% are farmers, 21.4% hold public sector jobs, 30.2% are self-employed, and 12.7% fall into the "others" category. This indicates that farming and self-employment are the dominant occupations, collectively accounting for nearly two-thirds (65.9%) of the respondents. The data is complete, covering all 510 respondents.

| Income per Month |                  |           |         |               |                    |
|------------------|------------------|-----------|---------|---------------|--------------------|
|                  |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid            | LESS THAN 20,000 | 244       | 47.8    | 47.8          | 47.8               |
|                  | 20,000-40,000    | 156       | 30.6    | 30.6          | 78.4               |
|                  | 60,000-80,000    | 110       | 21.6    | 21.6          | 100.0              |
|                  | Total            | 510       | 100.0   | 100.0         |                    |

**Table 5: Income per Month**

**Source: personal survey analysis of author**

The data on monthly income distribution shows that 47.8% of respondents earn less than ₹20,000, making it the largest group. Around 30.6% of respondents fall in the income bracket of ₹20,000-₹40,000, while 21.6% earn between ₹60,000-₹80,000. This indicates that nearly half of the respondents are in the lower income category, while the remaining are distributed across higher income levels. The data covers all 510 respondents with no missing values.

| Marital Status |           |           |         |               |                    |
|----------------|-----------|-----------|---------|---------------|--------------------|
|                |           | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid          | UNMARRIED | 11        | 2.2     | 2.2           | 2.2                |
|                | MARRIED   | 499       | 97.8    | 97.8          | 100.0              |
|                | Total     | 510       | 100.0   | 100.0         |                    |

**Table 6: Marital Status**

**Source: personal survey analysis of author**

The marital status data reveals that out of a total sample of 510 respondents, the majority, 499 individuals (97.8%), are married. A smaller group of 11 individuals (2.2%) are unmarried. The "Valid Percent" column indicates that 100% of the responses are valid, with no missing or invalid data. The "Cumulative Percent" shows a progression, where 2.2% of the sample is unmarried, and by the time we reach the total, 100% of respondents are accounted for as either unmarried or married. This data suggests a significant dominance of married individuals in the sample, with a minimal proportion of unmarried respondents.

## PEOPLE PERSPECTIVE OF MODERN MARRIAGE CEREMONIES

| Reliability Statistics |                                              |            |
|------------------------|----------------------------------------------|------------|
| Cronbach's Alpha       | Cronbach's Alpha Based on Standardized Items | N of Items |
| .998                   | .998                                         | 3          |

**Table 7: Reliability Statistics**

**Source: personal survey analysis of author**

The Cronbach's Alpha value of 0.998 indicates an exceptionally high level of internal consistency for the three items being measured. This suggests that the items in the scale are very closely related and are effectively measuring the same underlying construct. The Cronbach's Alpha based on standardized items is identical (0.998), confirming the robustness of the scale. An alpha value this high typically signifies that the items are highly reliable and can be trusted to provide consistent results when used in future studies or applications. With only three items in the scale, this is a remarkable finding, indicating strong coherence among the items.

| Inter-Item Correlation Matrix                                                   |                                         |                                                                                 |                                                          |
|---------------------------------------------------------------------------------|-----------------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------|
|                                                                                 | Marriage needs to be trendy and modern. | Marriage is a onetime affair so they need to do it in the best possible manner. | It is justifiable to take loans for marriage ceremonies. |
| Marriage needs to be trendy and modern.                                         | 1.000                                   | .996                                                                            | .991                                                     |
| Marriage is a onetime affair so they need to do it in the best possible manner. | .996                                    | 1.000                                                                           | .996                                                     |
| It is justifiable to take loans for marriage ceremonies.                        | .991                                    | .996                                                                            | 1.000                                                    |

**Table 8: Inter-Item Correlation Matrix**

**Source: personal survey analysis of author**

The Inter-Item Correlation Matrix reveals exceptionally high correlations between the three items, with values ranging from 0.991 to 0.996. This suggests that all three items are very closely related and measure similar constructs. Specifically, the items are strongly aligned in their focus on the idea that marriage should be a significant, modern event, and that it may justify financial strain, such as taking loans, to ensure its success. The high correlation values indicate that the items are consistent in their representation of the underlying concept and are effectively capturing the same general sentiment. This high degree of association implies that the items are not only related but are also contributing to a unified scale measuring attitudes toward the financial and modern aspects of marriage ceremonies.

| Inter-Item Covariance Matrix                                                    |                                         |                                                                                 |                                                          |
|---------------------------------------------------------------------------------|-----------------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------|
|                                                                                 | Marriage needs to be trendy and modern. | Marriage is a onetime affair so they need to do it in the best possible manner. | It is justifiable to take loans for marriage ceremonies. |
| Marriage needs to be trendy and modern.                                         | .210                                    | .213                                                                            | .208                                                     |
| Marriage is a onetime affair so they need to do it in the best possible manner. | .213                                    | .217                                                                            | .213                                                     |
| It is justifiable to take loans for marriage ceremonies.                        | .208                                    | .213                                                                            | .210                                                     |

**Table 9: Inter-Item Covariance Matrix**

**Source: personal survey analysis of author**

The Inter-Item Covariance Matrix shows the covariances between the three items, with values ranging from 0.208 to 0.217. These values indicate a moderate level of positive covariance between the items, suggesting that as one item increases, the others tend to increase as well, although the relationship is not as strong as in the correlation matrix. Specifically, the covariances show that all three items are somewhat related to one another, reflecting a shared concept of the financial and social expectations surrounding modern marriage ceremonies. The relatively small differences in the covariance values across the items suggest a consistent relationship among the items in their measurement of attitudes toward the modern and financial demands of weddings. Overall, the moderate covariance values support the idea that these items are measuring a similar construct but with a slightly lower strength compared to the high correlations observed earlier.

| Summary Item Statistics |      |         |         |       |                   |          |            |
|-------------------------|------|---------|---------|-------|-------------------|----------|------------|
|                         | Mean | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
| Inter-Item Correlations | .994 | .991    | .996    | .005  | 1.005             | .000     | 3          |

**Table 10: Summary Item Statistics**

**Source: personal survey analysis of author**

The Summary Item Statistics reveal that the average inter-item correlation is extremely high at 0.994, with values ranging from 0.991 to 0.996. This indicates that the items are almost perfectly correlated with one another, suggesting that they are measuring a very similar underlying construct. The range of 0.005 is very narrow, further supporting the notion that all items are highly aligned in terms of the concepts they capture. The ratio of maximum to minimum values being 1.005 implies that the differences between the correlations are negligible, reinforcing the consistency and coherence between the items. The variance value of 0.000 indicates an almost identical response pattern across the items, signifying that they function in a highly unified manner, providing a reliable measurement of the intended concept. Overall, these statistics demonstrate that the three items are highly consistent and robust in their measurement.

| Scale Statistics |          |                |            |
|------------------|----------|----------------|------------|
| Mean             | Variance | Std. Deviation | N of Items |
| 12.42            | 1.905    | 1.380          | 3          |

**Table 11: Scale Statistics**

**Source: personal survey analysis of author**

The Scale Statistics provide insight into the distribution of responses for the three items in the scale. The mean value is 12.42, indicating that the average response across the items is relatively high, which suggests that respondents generally agree with the statements. The variance of 1.905 indicates some degree of spread in the responses, meaning there is variability in how participants perceive the statements, although the spread is not extremely wide. The standard deviation of 1.380, derived from the variance, further confirms that while responses are somewhat spread out, they are not extremely dispersed. The scale comprises three items, which contributes to a compact but informative measurement of the concept being studied. These statistics suggest that the scale has a moderate level of consistency while capturing a range of views on the topic.

| ANOVA          |                |     |             |   |     |
|----------------|----------------|-----|-------------|---|-----|
|                | Sum of Squares | df  | Mean Square | F | Sig |
| Between People | 323.292        | 509 | .635        |   |     |

|                   |               |         |      |      |      |      |
|-------------------|---------------|---------|------|------|------|------|
| Within People     | Between Items | .001    | 2    | .001 | .500 | .607 |
|                   | Residual      | 1.332   | 1018 | .001 |      |      |
|                   | Total         | 1.333   | 1020 | .001 |      |      |
| Total             |               | 324.625 | 1529 | .212 |      |      |
| Grand Mean = 4.14 |               |         |      |      |      |      |

**Table 12: ANOVA**

**Source: personal survey analysis of author**

The ANOVA results indicate that the variance between groups (people) is significant, with a Sum of Squares value of 323.292 and a mean square of .635. However, the analysis within people (between items) reveals that there is no statistically significant difference between the items, as the F-value is .500 with a significance (Sig) of .607, which is well above the usual threshold of .05 for significance. This suggests that the different items within the scale do not show considerable variation in how they are perceived or responded to by participants. The residual sum of squares (1.332) further confirms that the variance within participants is small, indicating that the individual responses are quite consistent. The total sum of squares (324.625) reflects the overall variability across all responses, and the grand mean of 4.14 indicates that, on average, respondents slightly agree with the statements in the scale. In summary, while the data shows general consistency, the lack of significant variance between items suggests that the items are not perceived distinctly by participants.

## DESCRIPTIVES

| Marriage needs to be trendy and modern. |                   |           |         |               |                    |
|-----------------------------------------|-------------------|-----------|---------|---------------|--------------------|
|                                         |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                   | Strongly Disagree | 1         | .2      | .2            | .2                 |
|                                         | Disagree          | 5         | 1.0     | 1.0           | 1.2                |
|                                         | Neutral           | 2         | .4      | .4            | 1.6                |
|                                         | Agree             | 416       | 81.6    | 81.6          | 83.1               |
|                                         | Strongly Agree    | 86        | 16.9    | 16.9          | 100.0              |
|                                         | Total             | 510       | 100.0   | 100.0         |                    |

**Table 13: Marriage needs to be trendy and modern**

**Source: personal survey analysis of author**

The data indicates that the majority of respondents (81.6%) agree that marriage needs to be trendy and modern, with 16.9% strongly agreeing. This highlights a prevailing sentiment that modernity and trends play a significant role in marriage ceremonies. A small proportion of respondents (1.2%) disagree or strongly disagree with this notion, and only a few (0.8%) remain neutral on the matter. This suggests that, for most individuals, there is a strong preference for incorporating modern elements into marriage celebrations, emphasizing its contemporary and fashionable nature. The overall trend demonstrates a shift towards modernization, with a focus on keeping up with the latest trends in marriage ceremonies.

| Marriage is a onetime affair so they need to do it in the best possible manner. |                   |           |         |               |                    |
|---------------------------------------------------------------------------------|-------------------|-----------|---------|---------------|--------------------|
|                                                                                 |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                                                           | Strongly Disagree | 1         | .2      | .2            | .2                 |
|                                                                                 | Disagree          | 6         | 1.2     | 1.2           | 1.4                |
|                                                                                 | Neutral           | 1         | .2      | .2            | 1.6                |
|                                                                                 | Agree             | 416       | 81.6    | 81.6          | 83.1               |
|                                                                                 | Strongly Agree    | 86        | 16.9    | 16.9          | 100.0              |

|       |     |       |       |
|-------|-----|-------|-------|
| Total | 510 | 100.0 | 100.0 |
|-------|-----|-------|-------|

**Table 14: Marriage is a onetime affair so they need to do it in the best possible manner**

**Source: personal survey analysis of author**

The data reveals that a significant majority of respondents (81.6%) agree with the statement that marriage is a once-in-a-lifetime event and should be celebrated in the best possible manner, with 16.9% strongly agreeing. This reflects the strong belief that marriages should be grand and memorable, underscoring the importance placed on making the event special. It can also be witnessed that a small portion of respondents disagree or strongly disagree with this perspective and some remained neutral for it.

| It is justifiable to take loans for marriage ceremonies. |                   |           |         |               |                    |
|----------------------------------------------------------|-------------------|-----------|---------|---------------|--------------------|
|                                                          |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                                    | Strongly Disagree | 1         | .2      | .2            | .2                 |
|                                                          | Disagree          | 5         | 1.0     | 1.0           | 1.2                |
|                                                          | Neutral           | 2         | .4      | .4            | 1.6                |
|                                                          | Agree             | 416       | 81.6    | 81.6          | 83.1               |
|                                                          | Strongly Agree    | 86        | 16.9    | 16.9          | 100.0              |
|                                                          | Total             | 510       | 100.0   | 100.0         |                    |

**Table 15: It is justifiable to take loans for marriage ceremonies**

**Source: personal survey analysis of author**

Data provided in the table given above delineates that majority of respondents – 81.6% agree with the notion explained in the table. While 16.9% of the people strongly agree with it. This indicates that most people consider it acceptable to incur debt in order to fund a lavish or memorable wedding.

## 5. CONCLUSION

The study has comprehensively explained the perspective of general people that modern marriage ceremonies are becoming more and more personal affair and is based on the dynamic interplay between the modern and traditional marriage practices. Moreover, the contemporary society, modernity, globalization, digitalization, and other aspects of modernity are imparting different hues and colours to the marriage ceremonies. Younger generation is no longer concerned about social norms but they care more about their own memories and satisfaction. And for that they are ready to change norms and rituals of marriage and make marriage a personalized affair.

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