DESTINATION DELIGHTS: UNRAVELLING THE MEDIATING INFLUENCE OF ATTENDEES' SATISFACTION IN UTTARAKHAND'S WEDDING WONDERLAND

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Abstract
Destination weddings have become increasingly popular, offering couples a unique opportunity to exchange vows in exotic and picturesque locales. This study investigates the multifaceted dimensions of destination weddings in Uttarakhand, India, employing advanced statistical methodologies to analyze the factors influencing attendees' satisfaction and future intentions. After providing 600 questionnaires to respondents who travelled to the state of Uttarakhand to enjoy a destination wedding, 429 viable responses were obtained overall. Utilizing IBM SPSS version 21 and AMOS 21.0, the research applies Structural Equation Modeling (SEM), and mediation and moderation analysis to discern differences in culinary experiences, scrutinize the proposed structural model, and explore the mediation and moderation effects. The study's significance lies in its potential to inform destination wedding practices, offering insights for planners, hospitality professionals, and policymakers to enhance attendee experiences. The findings contribute to both academic understanding and practical applications in the dynamic landscape of destination weddings and experiential tourism.

Key words: *Destination Wedding, Destination Image, Future Intentions, Satisfaction.*

JEL Classification: *L83, Z32, Z39.*

I. INTRODUCTION

The global economy depends heavily on tourism, which is also expanding quickly. Additionally, it supports economic progress in emerging nations (Semwal & Priya, 2022). Throughout history, marriage has been regarded as a holy link and an important event. It is also one of the most popular cultural festivals (Bloch et al., 2004; Allen et al., 2008). Destination weddings have emerged as a distinctive and increasingly popular phenomenon within the broader landscape of the global wedding industry (Major et al., 2010; Travel Trends Today, 2014; Pereira et al., 2022). These unique celebrations, characterized by their occurrence in picturesque locations, offer couples and attendees an unforgettable blend of nuptial festivities and destination experiences. Uttarakhand, situated in the heart of India, boasts not only breath taking landscapes but also a rich cultural heritage, making it an intriguing setting for destination weddings (Chakraborty, 2019; Semwal & Priya, 2022). An article in The Hindu by Mishra (2023) documented that Uttarakhand, with robust hospitality infrastructure, offers couples a unique and memorable destination wedding experience. The region's scenic landscapes, traditional ceremonies, and economic implications make it an ideal choice for celebrating love amidst the splendor of the Himalayan foothills. Additionally, Prime Minister Narendra Modi has taken a bold step by encouraging destination weddings amid Uttarakhand's breath-taking scenery, echoing the opinion of many couples (OnlineUttrakhand.com). "In Uttarakhand, we have several visually striking destinations already

favoured by people for weddings, pre-wedding shoots, etc. The Triyuginarayan Temple, our new offering, is located at an elevation of 6,500 ft. above sea level and offers not just a spectacular view but also a spiritual connect for couples on their big day," said Uttarakhand Tourism Minister Satpal Maharaj. Moreover, the key wedding destinations in Uttarakhand are Jim Korbet, Auli, Nainital, Mussoorie, Dehradun, Haridwar, and Rishikesh. It has become increasingly popular, offering couples a unique opportunity to exchange vows in exotic and picturesque locales. Exoticism, a growing phenomenon of consumers altering trends, is currently the theme of the greatest weddings (Breg, 2013). While destination weddings provide an unforgettable experience for the couple, it is equally important to understand the lasting impact on the attendees (Rogerson & Wolfaardt, 2015; Szczepanik & Wiesner, 2018; Bertella et al., 2020). According to Future Market Insights (FMI), the worldwide destination wedding market is anticipated to grow at a compound annual growth rate (CAGR) of 13.1% between 2023 and 2033. The similar trend can be seen in India as the Indian wedding industry is witnessing a robust recovery, growing at an annual rate of 7-8% and destination weddings rising to 21% in 2024 compared to 18% in 2022 (Khosla, 2024).

Destination wedding factors encompass a myriad of elements, ranging from the choice of location and venue to the overall experience provided to guests (Del Chiappa & Fortezza, 2013; Seebaluck et al., 2015). These factors play a pivotal role in shaping the guests' perception of the event and the destination itself

(Chiappa & Fortezza, 2016; Halpenny, 2016). Understanding how these factors influence attendees' future intentions is crucial for couples and event planners seeking to create lasting memories and positive outcomes for all involved (Negm, 2016). Attendees' satisfaction serves as the lens through which guests interpret their overall experience during the destination wedding (Kozak & Rimmington, 2000; Eraqi, 2006). Positive destination wedding factors contribute to heightened satisfaction, fostering a sense of joy and fulfillment among attendees (Kruger et al., 2014). This, in turn, may significantly impact their future intentions, including the likelihood of returning to the destination, recommending it to others, or participating in future events organized by the couple. Adding further complexity to this relationship is the moderating role of destination image (Ryan & Gu, 2008; Park & Njite, 2010; Mohamad et al., 2012). This role has been barely investigated in Indian studies. The perception and reputation of the wedding location can either enhance or attenuate the impact of wedding factors on attendee satisfaction. A positive destination image may act as a buffer, mitigating the effects of potential shortcomings and contributing to an overall positive experience for the guests Nezakati et al., 2015).

This research seeks to unravel the intricate interplay between destination wedding factors, attendees' satisfaction, and the moderating influence of destination image. In other words, this research delves into the intricate relationships between destination wedding factors, attendee satisfaction, and the moderating effect of destination image, aiming to unravel the complexities that shape attendees' future intentions. Through a comprehensive exploration of these relationships, the study aims to provide valuable insights for couples, event planners, and destination marketing entities, helping them optimize the outcomes of destination weddings and cultivate positive future intentions among attendees.

1.1 SIGNIFICANCE OF THE STUDY

This study holds paramount significance in the realm of destination weddings and visitor experiences. As the tourism and hospitality industries continue to evolve, understanding the dynamics of destination weddings becomes increasingly crucial for both practitioners and researchers. Investigating the factors influencing attendees' satisfaction and future intentions provides invaluable insights into the nuanced aspects of destination weddings in Uttarakhand, India.

The study's findings have the potential to inform industry practices, guiding destination wedding planners, hospitality professionals, and policymakers in enhancing the overall experience for attendees. Moreover, by delving into the mediation and moderation aspects, the study contributes to a deeper understanding of the intricate relationships between destination image, satisfaction, and future intentions. Ultimately, the outcomes of this research aim to enrich

scholarly discourse, offering practical implications and recommendations for stakeholders in the burgeoning field of destination weddings and experiential tourism.

II. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Motivating factors of destination wedding and future intentions of attendees/guests

A destination wedding refers to a wedding ceremony and celebration that takes place in a location away from the couple's hometown or the place where they currently reside (Major et al., 2010; Peste et al., 2017; Pereira et al., 2022). Instead of having the wedding in a local venue, couples opt for a destination that is often chosen for its scenic beauty, cultural significance, or personal meaning to the couple (Major et al., 2010; Del Chiappa & Fortezza, 2015). Understanding the future intentions of attendees at a destination wedding can help couples and organizers plan and tailor the event to meet the expectations and preferences of their guests.

Push Factors

Push factors in the context of destination weddings refer to the reasons or influences that compel couples to host their wedding celebrations in a location away from their hometown or country (St. George March & Woodside, 2005; De Witt, 2006). These factors often represent the motivations or drivers behind the decision to opt for a destination wedding (Saiprasert, 2011; Joo et al., 2017).

Geographical Location: The wedding is held in a location outside the couple's usual place of residence (Noe & Barber, 1993). This could be a beach resort, a historic city, a tropical island, a mountain retreat, or any other destination that holds significance for the couple (Mashooq & Kumar, 2022). A destination's accessibility, cultural richness, and natural beauty influence the overall attendee experience (Niedomysl et al., 2010; Daniels & Wosicki, 2020). The proximity of local attractions and activities, coupled with a positive destination image, fosters a sense of attachment (Seebaluck et al., 2015). Attendees' desires to return, recommend the destination to others, or participate in future events are heightened when the geographical location aligns with their preferences, creating a lasting impact on their intentions and contributing to the destination's long-term appeal (Peste et al., 2017; Pereira et al., 2022). Thus, the geographical location of a wedding destination intricately shapes attendees' future intentions.

Decor of Wedding Location: The decor serves as a lasting memory, influencing attendees' likelihood to revisit, recommend the destination for future events, or share positive impressions (Major et al., 2010). A well-decorated wedding location establishes a connection with attendees, fostering positive perceptions and a desire for continued engagement (Rogerson & Wolfaardt, 2015; Seebaluck et al., 2015; Mashooq & Kumar, 2022). The aesthetics of the decor, when aligned with attendee preferences, contribute

significantly to the emotional impact, shaping their intentions and laying the foundation for a positive and enduring relationship with the destination (Del Chiappa & Fortezza, 2013; Bertella, 2018; Pereira et al., 2022). Thus, the decor of the wedding location in a destination profoundly influences attendees' future intentions.

Pull Factors

Pull factors in the context of destination weddings represent the attractive elements that entice couples and their guests to choose a particular location for their celebration. These factors create a magnetic allure, drawing individuals toward a destination wedding experience (Kassean & Gassita, 2013; Seebaluck et al., 2015).

Food & Drinks: Tasting local delicacies or enjoying a curated menu enhances the destination's appeal, creating lasting memories (Van der Baan, 2019; Singh, 2020; Haverly, 2022). The gastronomic experience becomes a key factor in shaping positive perceptions and fostering a desire for continued engagement (Bertella, 2018; Atabey, 2022). Whether through diverse culinary offerings or personalized dining experiences, the quality of food and drinks plays a pivotal role in establishing a positive connection with attendees, influencing their future intentions with the destination (Mashooq & Kumar, 2022). Thus, the quality of food and drinks at a wedding destination intricately shapes attendees' future intentions.

Price: The perceived value for the cost directly impacts overall satisfaction and influences attendees' likelihood of returning or recommending the destination for future events (Mahmoud, 2015; Van der Baan, 2019). A reasonable and well-communicated pricing structure contributes to positive perceptions and enhances the overall experience. Attendees who feel they've received value for the price are more likely to express positive intentions, creating a sense of loyalty (Kassean & Gassita, 2013; Seebaluck et al., 2015). Moreover, transparent pricing considerations affect the perceived accessibility of the destination, influencing attendees' decisions and establishing the venue as an appealing choice for future celebrations.

Service: Exceptional services, encompassing accommodation, hospitality, and event coordination, contribute to a positive and memorable experience (Mashooq & Kumar, 2022). Attendee satisfaction with these services fosters a sense of loyalty and a heightened likelihood to revisit the destination for future events (Bertella, 2018; Wedari & Yasa, 2022). The efficiency and warmth of the services shape perceptions, influencing attendees to recommend the destination to others (Bertella et al., 2020). A seamless and well-executed experience, facilitated by outstanding services, establishes a lasting connection with attendees, positively impacting their intentions and contributing to the destination's reputation for future celebrations (Szczepanik & Wiesner, 2018; Jeong & Kim, 2020).

By gathering insights into the future intentions of destination wedding attendees, couples can make informed decisions about potential follow-up events, recommendations, and ways to maintain connections with their guests in the future. This understanding can contribute to the overall success and positive impact of the destination wedding experience. Hence, the following hypotheses were framed:

Hypothesis 1: There is a significant nexus of factors of destination weddings and attendees' future intentions

Hypothesis 1a: There is a significant nexus between geographical location and attendees' future intentions

Hypothesis 1b: There is a significant nexus between the decor of the wedding location and attendees' future intentions

Hypothesis 1c: There is a significant nexus between food & drinks and attendees' future intentions

Hypothesis 1d: There is a significant nexus between price and attendees' future intentions

Hypothesis 1e: There is a significant nexus between services and attendees' future intentions.

2.2 Mediating Role of Satisfaction

Attendees' satisfaction in the context of a wedding destination refers to the overall contentment and fulfillment experienced by individuals participating in the event (Baptista et al., 2020). It encompasses their positive perceptions and feelings derived from various aspects of the wedding, including the venue, services, decor, food and drinks, and overall event experience. Satisfaction is a subjective evaluation, influenced by individual preferences, expectations, and the perceived quality of the provided services and amenities (Baker & Crompton, 2000; Salleh et al., 2013; Aliman et al., 2016).

Attendees' satisfaction and future intentions are integral components in the evaluation of a wedding destination's success and enduring impact. Attendees' satisfaction reflects their contentment with various aspects of the wedding experience, including venue, services, decor, and culinary offerings (Manuga, 2017). A high level of satisfaction often translates into positive future intentions. Satisfied attendees are more likely to express a desire to return to the destination for future events, recommend it to others, and participate in similar celebrations (Fuller & Matzler, 2008). The positive interplay between satisfaction and future intention creates a cycle where delighted attendees become ambassadors, contributing to the destination's sustained appeal and success in the competitive landscape of destination weddings.

The geographical location, captivating decor, delightful culinary experiences, reasonable pricing, and impeccable services collectively contribute to the overall satisfaction of attendees. This satisfaction, in turn, acts as a mediator, intricately linking positive destination elements to the formation of future intentions (Baptista et al., 2020). When attendees are enamored by the scenic beauty or cultural richness of the geographical location, pleased with the thoughtfully

adorned wedding venue, and satisfied with the quality of food, drinks, pricing, and services, a strong foundation for positive future intentions is laid (Lee et al., 2017; Umaymah, 2017; Muthuweera & Dahanayake, 2021). Attendees, content with their holistic experience, are more likely to express a desire to return to the destination, recommend it to others, or participate in future events (Bayih & Sing, 2020). A delightful culinary experience contributes significantly to overall satisfaction, influencing attendees' likelihood to return or recommend the destination for future events. The mediating role of satisfaction weaves a cohesive narrative, illustrating how the positive aspects of a wedding destination, when channelled through attendee satisfaction, contribute to the cultivation of enduring intentions, creating a symbiotic relationship between the destination's offerings and the attendees' future engagement with it (Aliman et al., 2016; Muthuweera & Dahanayake, 2021). Therefore, the mediating role of attendees' satisfaction serves as a pivotal conduit between the multifaceted factors of a wedding destination and the future intentions of attendees, and the following hypotheses were proposed:

Hypothesis 2: There is a significant nexus between attendees' satisfaction and attendees' future intentions

Hypothesis 3: There is a significant nexus of factors of destination weddings and attendees' satisfaction

Hypothesis 3a: There is a significant nexus between geographical location and attendees' satisfaction

Hypothesis 3b: There is a significant nexus between the decor of wedding location and attendees' satisfaction

Hypothesis 3c: There is a significant nexus between food & drinks and attendees' future satisfaction

Hypothesis 3d: There is a significant nexus between price and attendees' satisfaction

Hypothesis 3e: There is a significant nexus between services and attendees' satisfaction

Hypothesis 4: There is a significant mediation impact of attendees' satisfaction on the nexus of factors of destination wedding and attendees' future intentions

Hypothesis 4a: There is a significant mediation impact of attendees' satisfaction on the nexus of geographical location and attendees' future intentions

Hypothesis 4b: There is a significant mediation impact of attendees' satisfaction on the nexus of decor of wedding location and attendees' future intentions

Hypothesis 4c: There is a significant mediation impact of attendees' satisfaction on the nexus of food & drinks and attendees' future intentions

Hypothesis 4d: There is a significant mediation impact of attendees' satisfaction on the nexus of price and attendees' future intentions

Hypothesis 4e: There is a significant mediation impact of attendees' satisfaction on the nexus of services and attendees' future intentions

2.3 Moderating Role of Destination Image

The destination image of a wedding destination refers to the collective perception and impression that individuals, including couples planning their weddings and their guests, have about the chosen location for the celebration (Ryan & Gu, 2008). This image is shaped by various factors, including the destination's geographical features, cultural richness, historical significance, amenities, and overall appeal (Nguyen et al., 2020).

In the realm of destination weddings, understanding the intricate dynamics between attendees' satisfaction, destination image, and future intentions is paramount. The moderating role of the destination image is a critical facet, shaping the relationship between attendees' satisfaction with the destination wedding and their subsequent intentions (Lee et al., 2005; Chen & Tsai, 2007). As a researcher, it involves recognizing how the perceived image of the destination can either enhance or attenuate the impact of satisfaction on future intentions. A positive destination image enhances the impact of satisfaction on future intentions, potentially amplifying the positive effect (Mohamad et al., 2012; Cheng & Lu, 2013). On the contrary, a negative or less favourable destination image might weaken the association between satisfaction and future intentions. Therefore, the perceived image of the destination can either enhance or diminish the link between attendee satisfaction and their intentions to return, recommend, or participate in future events, adding a nuanced layer to the dynamics of destination wedding experiences. Therefore, the hypothesis was framed as follows:

Hypothesis 5: There is a significant moderation impact of Destination image on the nexus of attendees' satisfaction toward destination weddings and attendees' future intentions

2.4 Conceptual Framework

Based on above-mentioned literature and hypotheses, the following conceptual framework has been framed:

Motivating Factors of Wedding Destination
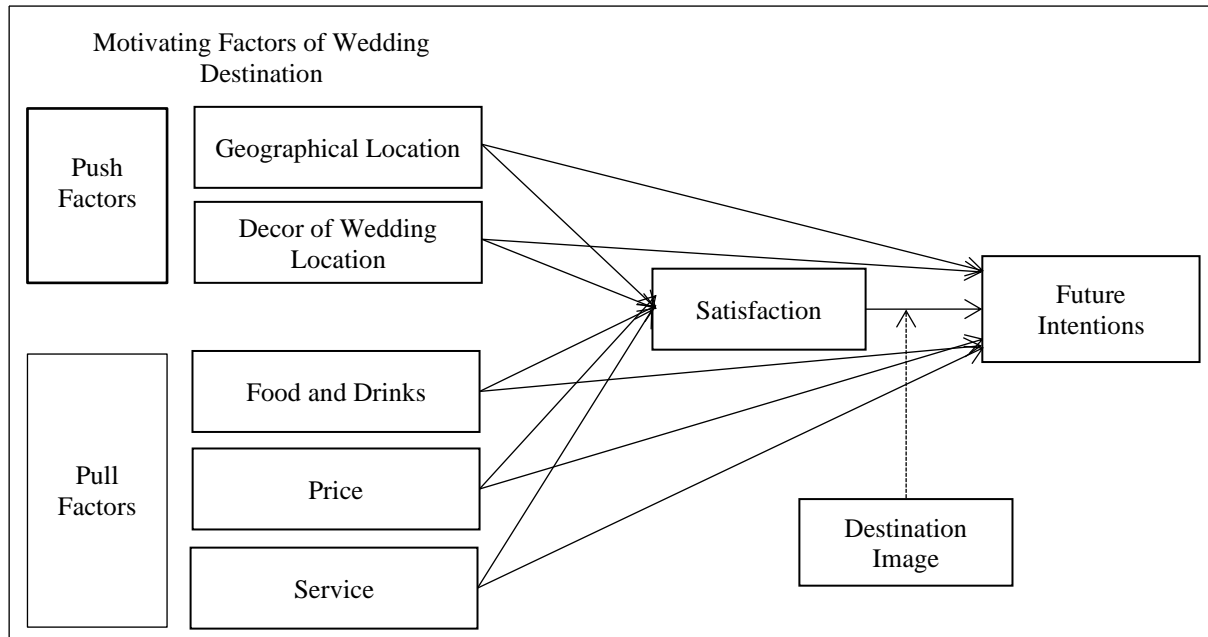
III. RESEARCH METHODOLOGY

3.1 Sampling

The descriptive research design for the study on destination weddings in Uttarakhand, with a focus on convenience sampling and a sample size of 429, involves a comprehensive exploration of the characteristics, behaviours, and perceptions of participants. Uttarakhand was deliberately selected as the sample area due to its unique cultural, geographical, and scenic attributes, providing an intriguing backdrop for the exploration of destination weddings (Mishra, 2023). Through this meticulously planned research design, the study aims to contribute valuable insights into the specific context of Uttarakhand as a destination wedding location, enriching the scholarly discourse on this evolving and captivating phenomenon.

3.2 Data Collection

In the pursuit of a thorough investigation into the dynamics of destination weddings, this research initiative engaged with 600 participants in the picturesque region of Uttarakhand, India. Data was push and pull factors of the Destination Weddings i.e. Geographical Location, Decor of Wedding Location, Food and Drinks, Price, Services, Attendees' Satisfaction, and Attendees' Future Intentions.

All five factors of Destination Wedding i.e. Geographical Location, Decor of Wedding Location, Food and Drinks, Price, and Services were measured by using a push and pull factors Scale adapted from Mahmoud (2015). The Attendees' Satisfaction scale was extracted from Oliver (1997) and the Attendees' Future Intentions were measured by using 3 item scale adapted from Zeithaml et al. (1996). Destination Image was measured by using 4 items from Lee and Lockshin (2011) and Jalilvand et al. (2012). Questionnaire

collected from wedding guests through on-site visits to various wedding destinations across Uttarakhand. This method involved direct engagement with guests attending weddings at different venues within the region. The response from participants was noteworthy, with 487 completed questionnaires, reflecting a high level of engagement with the research instrument.

Subsequently, a judicious decision was made to consider a sample size of 429 for the analytical phase, ensuring a robust dataset for the nuanced examination of the research objectives. The utilization of convenience sampling, while acknowledging potential biases, aligns with the pragmatic nature of the study, allowing for the inclusion of participants based on accessibility and willingness to participate in the exploration of destination wedding dynamics.

3.3 Measurement Instruments

The questionnaire was developed from a review of the literature and has two sections. The first section comprised socio-demographic details of visitors (gender, age, educational qualification, occupation, and monthly income). The second section measured the responses were taken using a 5-point Likert scale (1=strongly disagree to 5=strongly agree). By adopting these established scales and measurement tools, we aimed to ensure the validity, reliability, and comprehensiveness of our data collection process. This meticulous approach not only aligns with best practices in the field but also positions our study to contribute meaningfully to the growing body of knowledge on destination weddings and their multifaceted determinants.

All the scales were validated in various previous studies. However, the statements were modified according to the present study. Therefore, exploratory factor analysis with varimax rotation was applied to re-check the suitability of the scale. Factor loading of all

items was greater than 0.50 (minimum prescribed limit), so they were retained for further analysis. Table 1 shows the Measure of Sampling Adequacy Kaiser-Meyer-Olkin and Bartlett's Test of Sphericity. KMO value greater than .8 shows that the sample for the study is adequate. Barlett's test shows a p-value<.001, meaning that factors that form the variable are significantly satisfactory.

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.852
Bartlett's Test of Sphericity	Approx. Chi-Square	4908.823
	df	351
	Sig.	.000

Table 2: Results of Factors Analysis

Items		FL	C	TVE
Push Factors				
Geographical Location (GL)	The location of the venue was beautiful	0.858	0.755	11.50%
	The location was easy accessible by roads	0.898	0.815	
	There was ample parking at the wedding destination	0.852	0.739	
Decor of Wedding Location (DW)	I liked the interior design of the venue	0.819	0.677	8.84%
	The bridal setting was very beautiful	0.750	0.584	
	The lighting/ambiance was very beautiful	0.794	0.639	
	The venue flowers and centrepiece were very beautiful	0.810	0.670	
Pull Factors				
Food/Drinks (FD)	Food/Drinks were very good in quality and quantity	0.763	0.594	8.37%
	There was so much variety in Menu	0.786	0.635	
	Food/Drinks presentation was very nice	0.762	0.609	
	The wedding cake was very tasty	0.739	0.578	
Price (PR)	Venue rental costs were affordable	0.839	0.728	8.34%
	Food and beverage costs were affordable	0.908	0.832	
	Equipment costs were affordable	0.892	0.807	
Services (SV)	The service quality was up-to-the-mark	0.820	0.681	7.86%
	The crew service attitude was very nice	0.716	0.524	
	The appearance of the staff was very beautiful	0.712	0.536	
	The photography services were very good	0.648	0.538	
	The wedding ceremony services were very good	0.754	0.585	
Attendees' Satisfaction (Sat)	I was satisfied with the wedding destination	0.833	0.725	7.69%
	The venue met my expectations	0.773	0.605	
	The choice for this place was a wise one	0.800	0.646	
	My experience was exactly what I expected	0.847	0.728	
	The destination wedding experience made me happy	0.908	0.832	
Destination Image (DI)	The place is safe and secure	0.803	0.671	7.61%
	The place offers exciting and interesting places to visit	0.788	0.755	
	The place has beautiful scenery and natural attractions	0.842	0.822	
	The place has a pleasant climate	0.861	0.685	
Future Intention of Attendees (FI)	Recommendation for friends and relatives	0.887	0.801	7.34%
	Positive word of mouth	0.875	0.801	
	Say positive things about the destination to other people	0.812	0.767	

Note:-FL=Factor Loadings, C=Communalities, TVE= Total Variance Explained

3.4 Data Analysis

Data analysis in this study utilized IBM SPSS version 21 and AMOS 21.0, employing rigorous processing procedures to examine the alignment of the data with suggested model assumptions. The proposed structural model underwent scrutiny through Structural Equation Modeling (SEM) in AMOS 21.0, following Arbuckle's guidelines (2012). Additionally, AMOS 21.0 facilitated the mediation analysis. To meet SEM sample size criteria, a threshold of 200 was maintained, adhering to recommendations by Hoogland and Boomsma (1998) and Kline (2004). The study used Process Macro Model 1 (Hayes, 2013) for moderation analysis. Cronbach's alpha and Confirmatory Factor Analysis (CFA) were employed to assess the measures' reliability and validity, in line with Hooper et al.'s (2008) and Byrne's (2013) guidelines. This comprehensive utilization of statistical tools ensures methodological rigor, offering robust insights into the structural model and contributing to a nuanced understanding of the study's variables.

IV. RESULTS

1.1. Demographic Profile

The demographic profile of participants is depicted in Table 3. It shows that the majority of respondents are male (68.3%) and 31.7% are females. Additionally, 44.3% of respondents are between the age group of 30-40 years followed by the 40-50 years age group i.e. 34%. Furthermore, most of the participants have post-graduation degrees i.e. 49.4%. Moreover, it is found that the majority of the respondents are earning 25k-50k per month. The other details are depicted in the following table.

Table 3: Demographic Profile of Respondents

Demographic Variables	Categories	Frequency	Valid Percentage
Gender	Male	293	68.3
	Female	136	31.7
Age	20-30	70	16.3
	30-40	190	44.3
	40-50	146	34.0
	Above 50	23	5.4
Education	Graduation	161	37.5
	Post-Graduation	212	49.4
	Ph.D. or Higher	56	13.1
Occupation	Student	65	15.15%
	Private Employee	93	21.67%
	Public Employee	145	33.80%
	Self-Employed	126	29.38
Income PM	Below 25K	93	21.7
	25-50K	175	40.8
	50-1 Lac	105	24.5
	More than 1 Lac	56	13.1

(Source: Primary data)

1.2. Measurement Model and Validity

Thereafter, the measurement model was analysed. Confirmatory Factor Analysis was used to test the overall model fit of the research model by embracing the opinions of diverse researchers (Boomsma, 2000; McDonald & Ho, 2002; Schreiber, .

2008). According to Byrne (2013), the goodness of fit measurement indices GFI, PGFI, CFI, and TLI show that the model is highly uni-dimensional. All of these values, as shown in Table 4, are higher than the lowest amounts that are allowed, and the RMSEA (0.045), which was also within the permitted range, suggests that the study model was acceptable for further analysis

Table 4: Fit statistics of the model

Model Fit	Cut-off Criteria	Model Statistics	References
CMIN		706.978	
DF		406	
CMIN/Df	≤3	1.74	(Steiger, 1990; Hair et al., 2010; Byrne, 2016)
CFI	≥0.9	0.944	
NFI	≥0.9	0.912	
TLI	≥0.90	0.935	
RMSEA	≤0.08	0.045	

Thereafter, the validity of the scales was examined. To achieve construct convergent validity, the factor loading of all statements should be more than 0.5 (Kline, 2015), CR>0.7 (Hair et al., 2010), and AVE>.5 (Fornell & Larcker, 1981). It was found that all of the regression weights (loadings) were more than 0.6 (Hair et al., 2010). Table 5 displays the results of convergent validity.

Table 5: Convergent Validity Statistic of Variables

Variables	Items	Loadings	CR	AVE	MSV	MaxR(H)	Cronbach's alpha
Geographical Location (GL)	GL1	0.783	0.655	0.850	0.018	0.866	0.842
	GL2	0.882					
	GL3	0.758					
Decor of Wedding Location (DW)	DW1	0.758	0.628	0.871	0.009	0.878	0.867
	DW2	0.848					
	DW3	0.721					
	DW4	0.738					
Food & Drinks (FD)	FD1	0.760	0.643	0.877	0.069	0.889	0.893
	FD2	0.732					
	FD3	0.849					
	FD4	0.851					
Price (PR)	PR1	0.722	0.736	0.893	0.018	0.906	0.844
	PR2	0.917					
	PR3	0.831					
Services (SV)	SV1	0.817	0.686	0.916	0.005	0.922	0.744
	SV2	0.834					
	SV3	0.758					
	SV4	0.784					
	SV5	0.841					
Attendees Satisfaction (Sat)	Sat1	0.791	0.664	0.908	0.050	0.922	0.775
	Sat2	0.806					
	Sat3	0.743					
	Sat4	0.810					
Destination Image (DI)	DI1	0.781	0.837	0.563	0.131	0.839	0.782
	DI2	0.712					
	DI3	0.741					
	DI4	0.854					
Future Intentions of Attendees (FI)	FI1	0.914	0.648	0.847	0.069	0.847	0.812
	FI2	0.811					
	FI3	0.816					

Furthermore, the statistics in Table 6 show the discriminant validity of the variables, all of the values on the diagonals were bigger than the corresponding row and column values, indicating discriminant validity. It ensures that the measurement instruments used in a study do not capture the same underlying concept or construct.

Table 6: Discriminant Validity Statistic of Variables

	FI	GL	DW	FD	PR	SV	Sat	DI
FI	0.805							
GL	0.532	0.809						
DW	0.115	0.209	.803					
FD	0.883	0.650	0.213	0.796				
PR	0.554	0.748	0.208	0.639	0.824			
SV	0.106	0.194	0.951	0.206	0.196	0.809		
Sat	0.555	0.545	0.032	0.513	0.575	0.114	0.795	
DI	0.963	0.515	0.051	0.846	0.539	0.040	0.536	0.750

(GL=Geographical Location, DW=Decor of Wedding Location, FD=Food and Drinks, PR=Price, SV=Services, Sat=Satisfaction, FI=Attendee's Future Intentions)

1.3. Structural Model

After achieving the reliability and validity of the scales, the data was put into SEM analysis in AMOS for hypotheses testing. Results of SEM show that the relationship between independent, dependent, and mediator variables is significant and leads to acceptance of all hypotheses and all five factors of destination wedding showed a significant positive relationship with attendees' future intention i.e. Geographical Location H1a (β=.790, p<.001), Decor of Wedding Location H1b (β=.329, p<.001), Food and Drinks H1c (β=.317, p<.001), Price H1d (β=.193, p<.05), and Services H1e (β=.376, p<.05).

Furthermore, satisfaction was also found to be significantly influence the future intentions of attendees H2 (β=.128, p<.001). Similarly, all five factors of destination wedding showed a significant positive relationship with attendees' satisfaction i.e. Geographical Location H3a (β=.139, p<.05), Decor of Wedding Location H3b (β=.375, p<.05), Food and Drinks H3c (β=.311, p<.001), Price H3d (β=.602, p<.001), and Services H3e (β=.530, p<.001). Table 7 figure 2 shows the direct effects of standardized path coefficients.

Table 7: Results of Structural Model (Direct Effect)

Hypotheses	Relationships	Estimate	S.E.	C.R.	P	Hypotheses Acceptance
H1a	FI <-- GL	0.790	.028	15.727	***	Accepted
H1b	FI <-- DW	0.329	.059	5.531	***	Accepted
H1c	FI <-- FD	0.317	.052	4.666	***	Accepted
H1d	FI <-- PR	0.193	.063	3.056	**	Accepted
H1e	FI <-- SV	0.376	.134	2.815	**	Accepted
H2	FI <-- Sat	0.128	.023	5.619	***	Accepted
H3a	Sat <-- GL	0.139	.032	2.053	**	Accepted
H3b	Sat <-- DW	0.375	.030	2.814	**	Accepted
H3c	Sat <-- FD	0.311	.057	5.497	***	Accepted
H3d	Sat <-- PR	0.602	.131	4.594	***	Accepted
H3e	Sat <-- SV	0.530	.134	3.948	***	Accepted

(1)   Notes: 1. *** p-value < 0.01; ** p-value < 0.05
(GL=Geographical Location, DW=Decor of Wedding Location, FD=Food and Drinks, PR=Price, SV=Services, Sat=Satisfaction, FI=Attendee's Future Intentions)
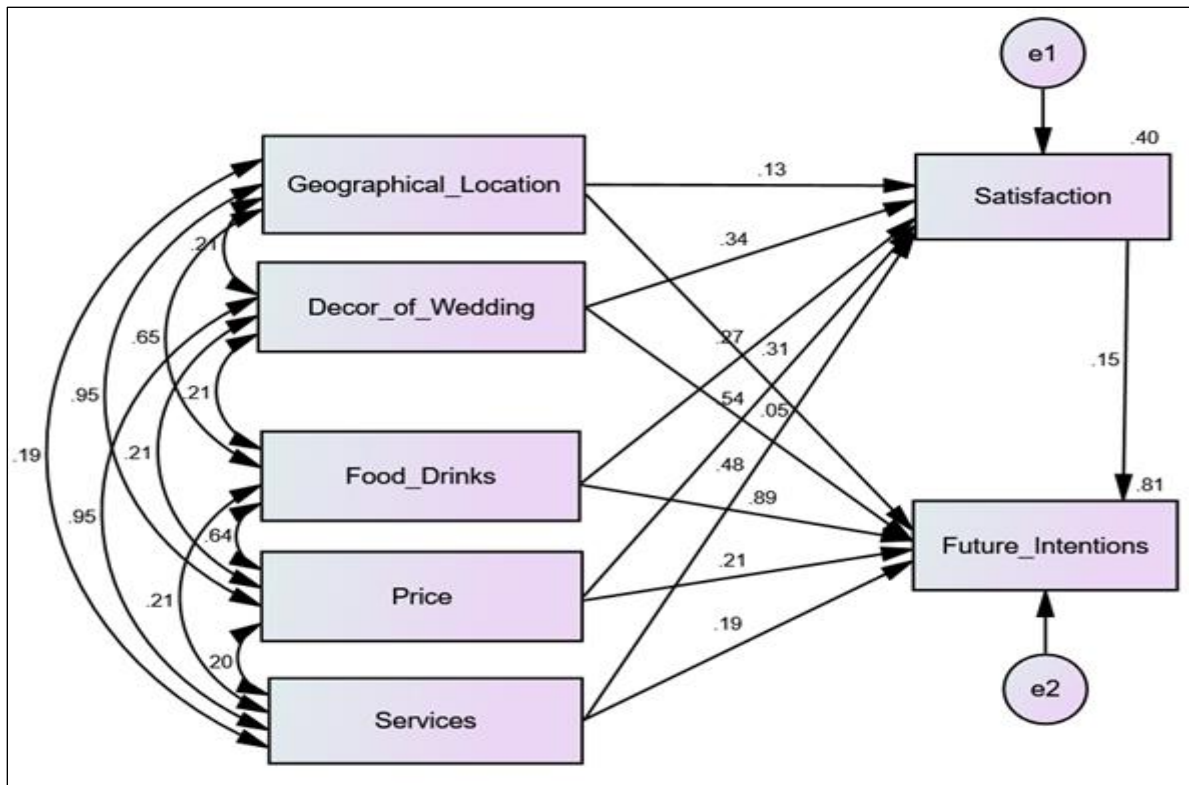
Figure 2: Structural Model (Mediation Analysis)

1.4. Mediation Analysis

Afterward, the model was put through mediation analysis to examine the mediating effect of attendees' satisfaction between the relationship between factors of destination wedding and attendees' future intentions. Table 9 depicts the results of the mediation analysis. Hypothesis H4a and H4b predicted that satisfaction mediates the relationship between push factors i.e. geographical location, Decor of Wedding Location, and future intention. The results showed that the indirect effect of geographical location (β=.119, p<.05) and Decor of Wedding Location (β=.052, p<.05) on future intention is significant. Partially supporting hypotheses H4a and H4b, the results revealed that even after mediation the direct effect of geographical location and Decor of Wedding Location on future intention is significant. Similarly, the indirect effect of pull factors i.e. Food and Drinks, Price, and Services on future intention was also found to be significant as predicted in hypothesis H4c (β=.042, p<.05), H4d (β=.083, p<.05) and H4e ((β=.173, p<.05) respectively and the direct effect of Services after mediation is still significant, results in partial mediation of customer satisfaction on the relationship of Services and future intention. However, the direct effect of food & drinks and price become insignificant after mediation which leads to full mediation.

Table 10: Mediation Effect of Satisfaction

Hypothesis	Relationship (Satisfaction as a mediator)	Total effect	p value	Direct Effect	p value	Indirect effect	p value	Mediation Remarks
H4a	GL → FI	.333**	.004	.314**	.004	.119**	.003	Partial
H4b	DW → FI	.402**	.001	.250**	.001	.052**	.001	Partial
H4c	FD → FI	.930**	.003	.188	.103	.042**	.000	Full
H4d	PR → FI	.291*	.011	.208	.778	.083**	.018	Full
H4e	SV → FI	.175*	.031	.564**	.005	.173**	.005	Partial

Notes: 1. ** p-value < 0.01; * p-value < 0.05

1.5. Moderation Analysis

To examine the moderation effect of destination image, IBM SPSS version 26 in Process v. 3.4 and Hayes model 1 (Hayes, 2013) was utilized, at a 95% "confidence interval" (CI) and 5000 "bootstrapped samples". The empirical results of the moderation impact of destination image were found to be significant on the association between attendees'

satisfaction and future intentions (β=.6158; p<0.05; CI= (.7648–1.0668)). Table 6 indicates the interaction

effect statistics of attendees' satisfaction and destination image. The results depict a significant interaction of attendees' satisfaction and destination image (β=.1049; t=2.102; p<0.05). Thus, it shows the

acceptance of hypothesis H5. Furthermore, the conditional effect of destination image in Table 8 shows that the association of attendees' satisfaction varies among high destination images (β=.4094; t=9.55; p=.000) and low destination images (β=.4828; t=13.75; p=.000).

Table 7: Results of Moderation Analysis

Variables	b	SE	t	p	LLCI	ULCI
Constant	3.3698	.8337	4.0422	.0000	1.7312	5.0084
Satisfaction	.0633	.2071	.3054	.7602	-.3439	.4704
Destination Image	.6158	.0768	8.9213	.000	.7648	1.0668
Interaction (Sat*DI)	.1049	.0538	2.102	.0411	.0009	.2106
R2	.5689					
R2 Change	.0060					

(Source: Author's Calculations)

Table 8: Conditional Direct Effect on Future Intention Moderated by Destination Image

Variables	b	SE	t	p	LLCI	ULCI
Low Destination Image	.4094	.0429	9.5502	.0000	.3251	.4937
High Destination Image	.4828	.0351	13.7584	.0000	.4138	.5518

(Source: Author's Calculations)

V. DISCUSSION

The current study was an attempt to scrutinize the influence of motivating factors of wedding destination in the context of wedding tourism on attendees' satisfaction and attendees' future intentions in the wedding wonderland of India, Uttarakhand. The study examined the attendees and guests of the wedding. To articulate the relationship, the study proposed and examined a moderation and mediation model of factors of wedding destination influencing future intentions in the presence of satisfaction as a mediator. Additionally, the role of the destination image is examined as a moderator of the relationship between satisfaction and future intentions. The empirical results of this study reveal some important findings.

The Structural Equation Modeling (SEM) results offer compelling insights into the intricate relationships within the context of destination weddings. The acceptance of all hypotheses signifies a significant interplay between the independent variables (Geographical Location, Decor of Wedding Location, Food and Drinks, Price, and Services), the mediator variable (Attendees' Satisfaction), and the dependent variable (Attendees' Future Intention). Notably, all five factors of destination weddings exhibit a substantial positive relationship with attendees' future intentions, affirming the importance of each facet in influencing attendees' intentions to return, recommend, or engage in future events. The results are also supported by existing studies (Niedomysl et al., 2010; Seebaluck et al., 2015; Bertella, 2018; Daniels & Wosicki, 2020; Atabey, 2022; Pereira et al., 2022). These findings collectively underscore the multi-faceted nature of destination weddings, where factors ranging from the geographical setting to the services provided

significantly influence both attendees' satisfaction (Salleh et al., 2013; Aliman et al., 2016; Muthuweera & Dahanayake, 2021) and their future intentions (Szczepanik & Wiesner, 2018; Jeong & Kim, 2020). A similar study by Mashooq and Kumar, (2022) also documented the same results regarding destination weddings in India.

Furthermore, the mediation analysis of the destination wedding model yields noteworthy insights into the intricate relationships between key factors. The examination of attendees' satisfaction as a mediator between destination wedding factors and future intentions sheds light on the nuanced dynamics at play (Baptista et al., 2020). The results partially support hypotheses suggesting that satisfaction mediates the link between push factors (geographical location and Decor of Wedding Location) and future intentions. Even with the mediating influence of satisfaction, the direct effects of geographical location and the Decor of Wedding Location on future intentions remain significant (Lee et al., 2017; Umaymah, 2017; Muthuweera & Dahanayake, 2021). Meanwhile, for pull factors (Food and drinks, Price, and Services), satisfaction significantly mediates their impact on future intentions. The exception is Services, where the direct effect remains significant even after mediation, indicating partial mediation (Aliman et al., 2016; Muthuweera & Dahanayake, 2021). These findings underscore the multifaceted nature of attendee satisfaction as a mediator, showcasing both partial and full mediation across different factors. Moreover, the results align with other studies that indicate visitors who had a positive dining experience are inclined to return and promote the location to others (Ling et al., 2010; Salleh et al., 2013; Aliman et al., 2016). Such nuanced insights contribute valuable considerations for destination managers and event planners aiming to

optimize destination wedding experiences and cultivate enduring attendee engagement (Bayih & Sing, 2020). The empirical findings affirm the significance of destination image as a moderator, emphasizing its substantial role in influencing the strength of the association between attendee satisfaction and future intentions. Notably, the interaction effect statistics highlight a significant interaction between attendees' satisfaction and destination image. The conditional effects further emphasize that the association between satisfaction and future intentions varies significantly based on the perceived destination image. The results are consistent with previous studies (Chen & Tsai, 2007; Mohamad et al., 2012; Cheng & Lu, 2013). These results underscore the nuanced influence of destination image in shaping attendee perceptions and behavioural intentions (Nguyen et al., 2020). For destination managers and planners, this signifies the importance of cultivating a positive destination image to enhance the impact of attendee satisfaction on their future engagement, ultimately contributing to the sustained success of destination weddings (Ryan & Gu, 2008; Nguyen et al., 2020). This understanding can contribute to the overall success and positive impact of the destination wedding experience.

VI. IMPLICATIONS

The implications of this study are manifold, spanning both practical and theoretical domains. In essence, the implications underscore the practical guidance for industry stakeholders and the theoretical contributions to the broader understanding of destination weddings in the unique context of Uttarakhand, India.

1.6. Theoretical Implications

Theoretical implications arise from the study's contribution to the evolving literature on destination weddings and tourism. The findings affirm and extend existing theories by demonstrating the interconnectedness of destination wedding factors, satisfaction, and future intentions. This enhances understanding of the intricate dynamics involved in destination wedding experiences. The study's alignment with prior research also reinforces the robustness of certain relationships in different cultural contexts, emphasizing the universality of factors influencing attendee behaviour. Additionally, the exploration of destination image as a moderator adds a nuanced layer to existing theories, highlighting the importance of managing and promoting a positive destination image. The theoretical framework derived from this study can serve as a foundation for future research endeavours in the field of destination weddings and tourism.

1.7. Practical Implication

The study holds substantial practical implications for destination managers and event planners in the wedding tourism industry, particularly in the enchanting setting of Uttarakhand, India. The comprehensive analysis of destination wedding factors and their influence on attendee satisfaction and future intentions provides valuable insights to enhance the overall experience for attendees. The identified factors, such as Geographical Location, Decor of Wedding Location, Food and Drinks, Price, and Services, serve as actionable touch-points for destination managers. By prioritizing these aspects, they can create a captivating environment that resonates positively with attendees, fostering increased satisfaction and a higher likelihood of future engagement. The study's confirmation of the mediating role of satisfaction suggests that investing in improving attendee satisfaction can be a strategic approach to positively influence their future intentions.

VII. LIMITATIONS AND FUTURE SCOPE

Despite the valuable insights provided by this study, certain limitations should be acknowledged. Firstly, the research focused on the wedding wonderland of Uttarakhand, India, potentially limiting the generalizability of findings to other cultural contexts. The study predominantly relied on self-reported data, introducing the possibility of social desirability bias. Additionally, the cross-sectional nature of the study impedes the establishment of causal relationships. Future research could adopt longitudinal designs to capture dynamic changes over time. The reliance on quantitative methods limits the depth of understanding, suggesting the potential for qualitative research to delve into nuanced aspects of attendee experiences. Furthermore, the study primarily targeted wedding attendees, overlooking the perspectives of other stakeholders such as couples, vendors, and local communities.

Future research endeavours could explore the integration of emerging technologies, such as virtual reality, to enhance destination wedding experiences. Comparative studies across diverse geographical locations and cultural settings would provide a more comprehensive understanding of the universal and context-specific factors influencing destination weddings. Additionally, investigating the role of sustainability and eco-friendly practices in destination weddings could align with growing global trends. Addressing these limitations and embracing these future avenues would contribute to a more robust and significant comprehension of the multifaceted dynamics within the realm of destination weddings.

VIII. CONCLUSION

In conclusion, this study illuminates the intricate dynamics shaping destination weddings in Uttarakhand, India. The significant relationships identified among key factors such as Geographical Location, Decor of Wedding Location, Food and Drinks, Price, Services, Attendees' Satisfaction, and Future Intentions provide actionable insights for destination managers and event planners. The study confirms the mediating role of satisfaction, emphasizing its pivotal position in influencing attendees' future engagement. The significant exploration of destination image as a moderator adds depth to existing theories, highlighting the importance of cultivating a positive perception to enhance the impact of satisfaction. Acknowledging limitations, this research lays a foundation for future studies to explore diverse cultural contexts, integrate qualitative approaches, and delve into emerging trends such as sustainable practices. Ultimately, the findings contribute to the evolving discourse on destination weddings, offering valuable implications for both theory and practice in the vibrant landscape of wedding tourism.

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