

Culture Understanding Example

Perception on Wedding

❖ Wedding is not just for the couple but also a ceremony for the family. For the family the wedding means show their respect to traditions, a notice to relatives that they are married, a formality to satisfy parents. For the couple, it is a more emotional surge. They perceive it mix with excitement, nervous, expectation and accomplishment.

- **Satisfy parents interest** → Not loose face in front of relatives or parents friends or colleague
- **Follow the tradition** → respect the old tradition thus holding the ceremony
- **Notice to relatives** → considered as a normal notice to relatives that their children are getting married



For Us



For Parents

- **Excited** → The first time and a start for a new journey
- **Nervous** → uncertainty about the situation on wedding day
- **Looking forward** → the day, they will under the spotlight
- **A life accomplishment** → As in the culture, marriage to male consumers are a life achievement
- **A event to be remembered for life(No regret)** → female consumers want to look stunning at the ceremony