Impact of AI on Zola Wedding company

Market Research

Final Report

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Content

Projects Overview: Zola’s Journey

ABSTRACT

This research project examines the impact of generative AI on the “Zola Wedding Platform’s ability to optimize customer engagement and business performance in the wedding planning market.

APPROACH

Two-step strategy;
1) understand AI's role in empowering SMBs.
2) Impact of generative AI on customer engagement and overall business performance for Zola Weddings.

MOTIVATION

Understanding how AI benefits SMBs in general, then pinpointing how generative AI can specifically impact potential customer engagement and business performance for Zola Weddings.

Research Problem Definition

Research Objectives

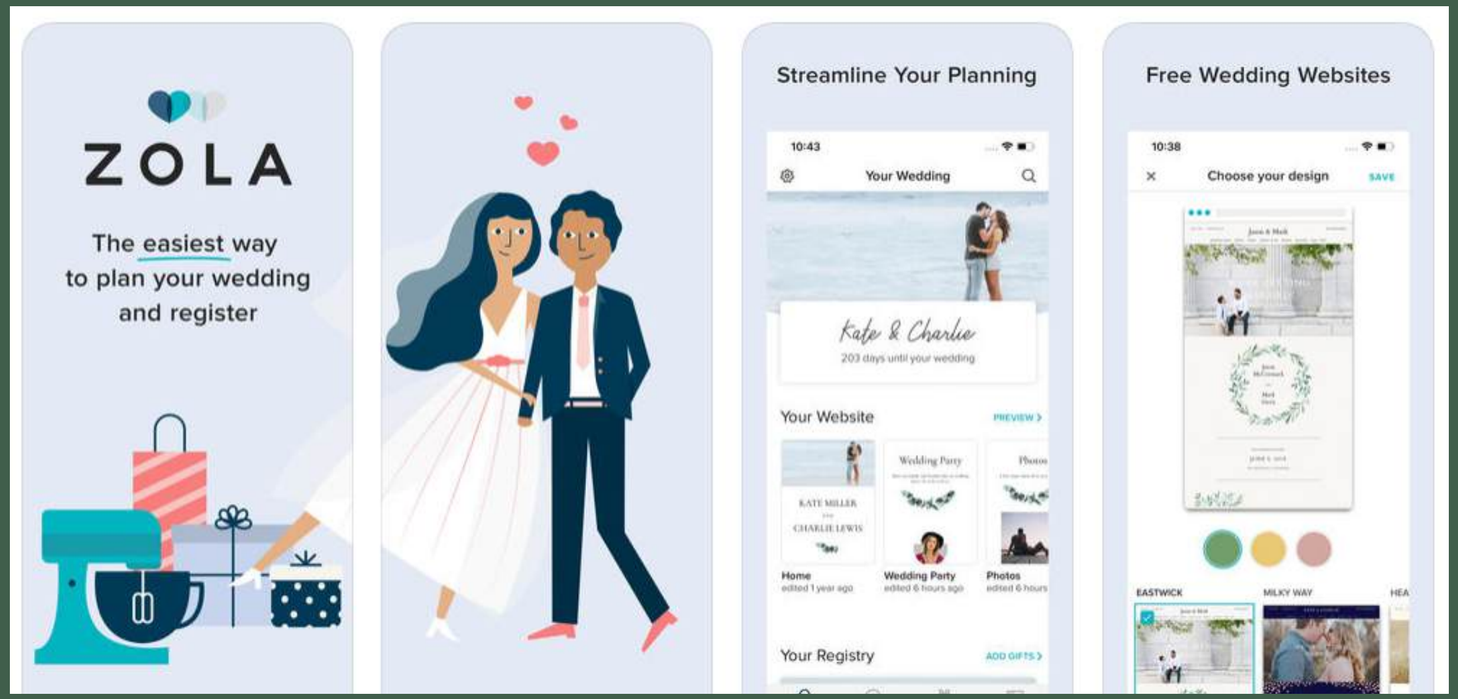
Personalizing and streamlining the wedding planning experience
Improving customer communication and feedback

Research Questions

How can AI streamline business operations and reduce operating costs for Zola.com?
How can generative AI improve customer engagement and retention rates for Zola.com?

Case Background

Convenience, customization, and personalized experience provided by the company's website and mobile app. The company's modern design and digital platform allowed couples to create a unique and stylish record of their celebration, reflecting their individual style and preferences.



Zola's innovative approach has established itself as a leading platform for modern couples, addressing the limitations of traditional registries and providing a stress-free experience for couples.

Case Background: Zola’s Journey

Prior to Zola's emergence in 2013 (founded by Shan-Lin Ma and Nobu Nakaguchi), the wedding industry offered a limited and outdated approach to wedding registries. Traditional paper registries felt impersonal and inflexible, restricting couples with a narrow selection of gifts and a rigid format.

The key features of Zola's registry include;

Group gifting

Allowing guests to contribute to larger, more significant items like honeymoons or home improvements.

Delivery scheduling

Allowing couples to schedule gift arrival according to their timeline.

Experiences over possessions

Giving guests the option to contribute to the couple's dream honeymoon instead of material gifts.

Zola's Business situation: navigating the Covid-19 pandemic

Zola Business Situation Disaster (COVID 19):

- Surge in wedding postponements and cancellations
- Difficulty in planning due to rapidly changing health regulations
- Disruption to Zola's core business of wedding registry creation and website building

How Zola Figured Out:

- Emphasized flexibility and offered tips for navigating postponements
- Shifted focus to resources for smaller, more intimate weddings
- Accelerated use of digital and AI tools (e.g., digital invitations)

Zola's response to the pandemic involved leveraging AI solutions, including "Split The Decisions," to automate tasks, analyze customer interactions, and streamline the wedding planning process.

AI Solution: Lang

- Implemented Lang, an AI solution that analyzes all interactions for better insights and provides instant visibility into customer sentiment
- Automatically categorizes issues for easier analysis, allowing customer feedback to drive successful product changes

AI-Powered Chatbot: Split the Decisions

- Launched "Split the Decisions," a free AI-powered chatbot that helps couples assess their strengths and assign tasks accordingly
- Streamlines the wedding planning process, encouraging meaningful dialogue and collaborative decision-making among couples
- Leverages a customized Generative Pre-trained Transformer (GPT) model to distribute responsibilities tailored to each partner's strengths, preferences, and interests

AI Integration into Zola's Business

- Continues to integrate AI into various aspects of its business to improve efficiency and effectiveness
- Uses AI for customer service, fraud detection, and other internal functions

Secondary Data Analysis

Secondary data refers to data that is collected by someone other than the primary user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes. In descriptive analyses, we can examine the frequency with which couples use AI products and compare AI uptake by age, region, etc. across populations.

In this project, we will robust secondary data to sustain our research problem of how AI affects the effectiveness of wedding planning for couples using platforms like Zola. that's why we focused Zola website and checked more Zola surveys, blogs, and news.

Key Findings

(Source: 2024 Wedding Trends: Zola's First Look Report Data Deep Dive)

- 89% of couples have started wedding planning before getting engaged
- 92% of Gen-Zers use social media as an essential part of their planning process
- 75% of couples will have phone-free weddings
- Average cost of a wedding in 2024 is over $30,000
- 83% of couples believe societal expectations surrounding the wedding planning process are due for a change

Secondary Data Analysis

Trends and Insights

- Celebrities/influencers as a source of inspiration increased by 48% in comparison to last year
- Welcome parties and destination weddings are making a comeback
- Artificial Intelligence (AI) is officially landing in weddings, with couples embracing tech.

Themes and Ideas

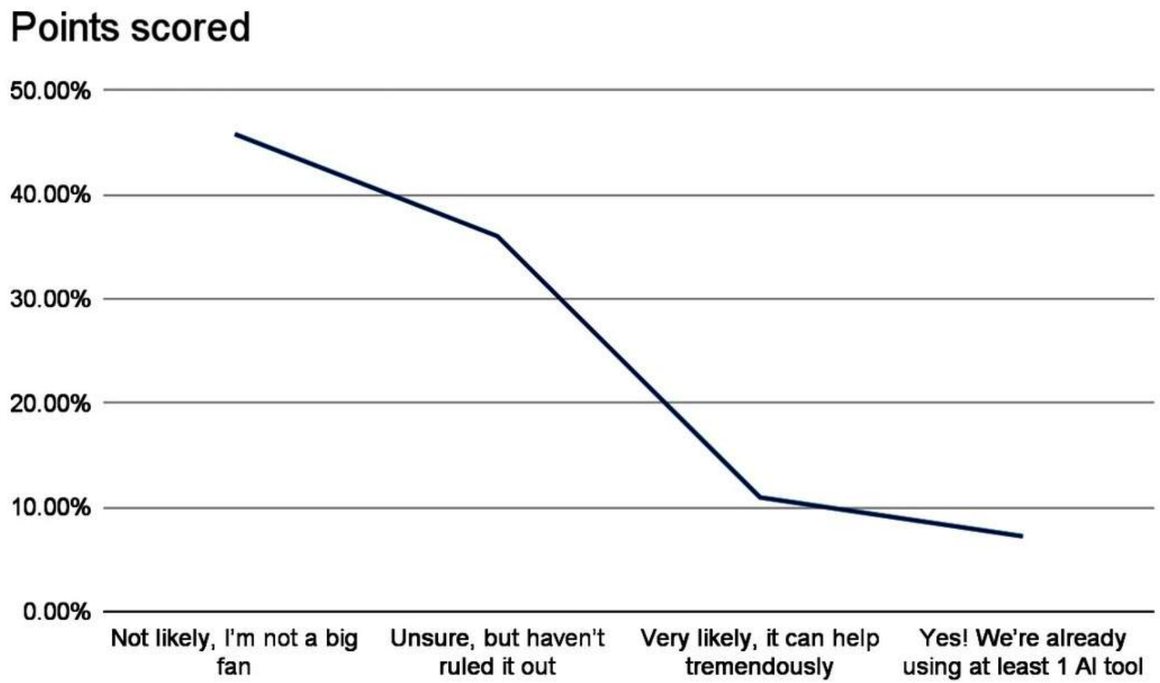
- Mix-and-match wedding party attire
- Multiple outfit changes
- Diamond alternatives
- Unique wedding favors
- Phone-free weddings

Secondary Data Analysis

(Source: Insight from the 2024 Wedding Trends Survey)

Are you using, or considering using, any AI tools to support your wedding planning?

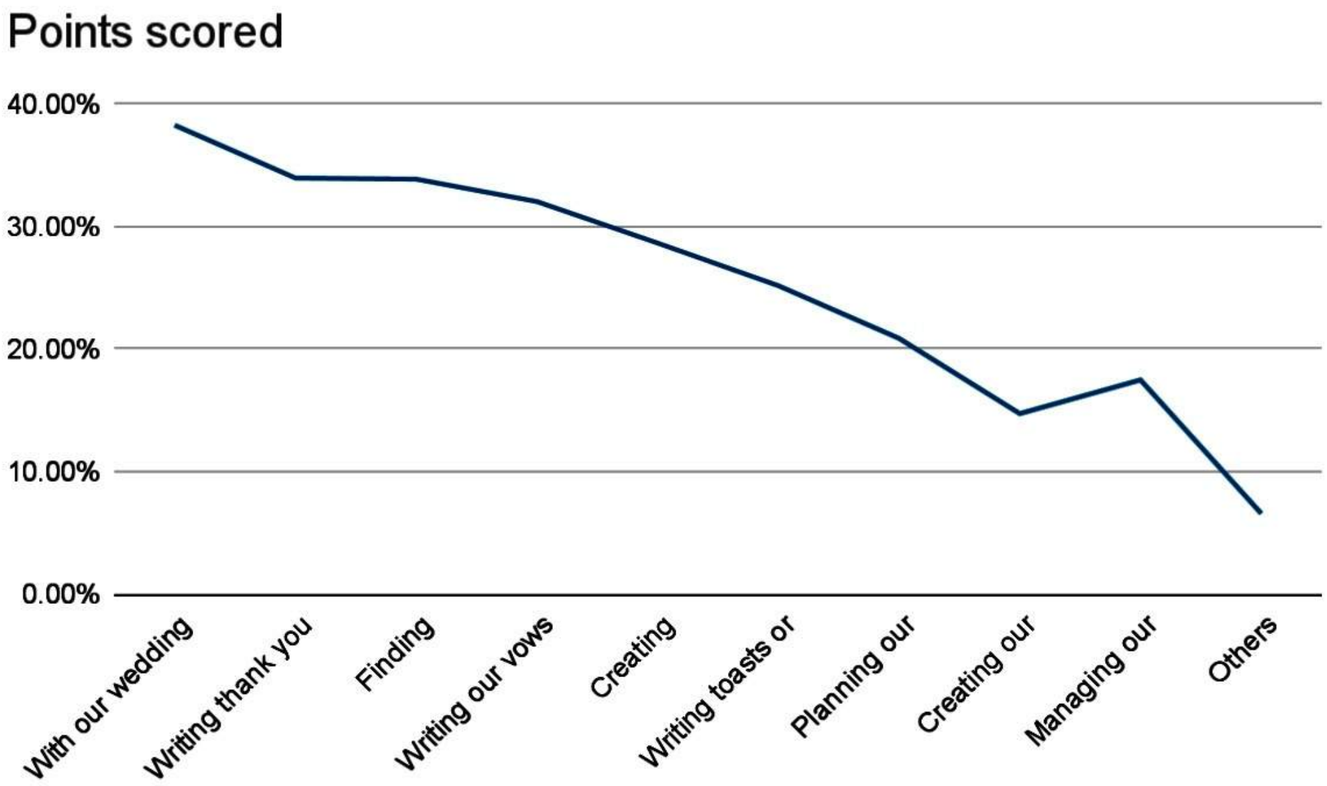
45.82% - Not likely, I’m not a big fan
36.02% - Unsure, but haven’t ruled it out
10.95% - Very likely, it can help tremendously
7.21% - Yes! We’re already using at least 1 AI tool



Secondary Data Analysis

How has / how will AI support your wedding journey?

38.28% - With our wedding website
33.97% - Writing thank you notes
33.88% - Finding inspiration
32.05% - Writing our vows
28.66% - Creating schedules or programs
25.18% - Writing toasts or speeches
20.88% - Planning our honeymoon
14.74% - Creating our playlist
17.49% - Managing our budget
6.59% - Others

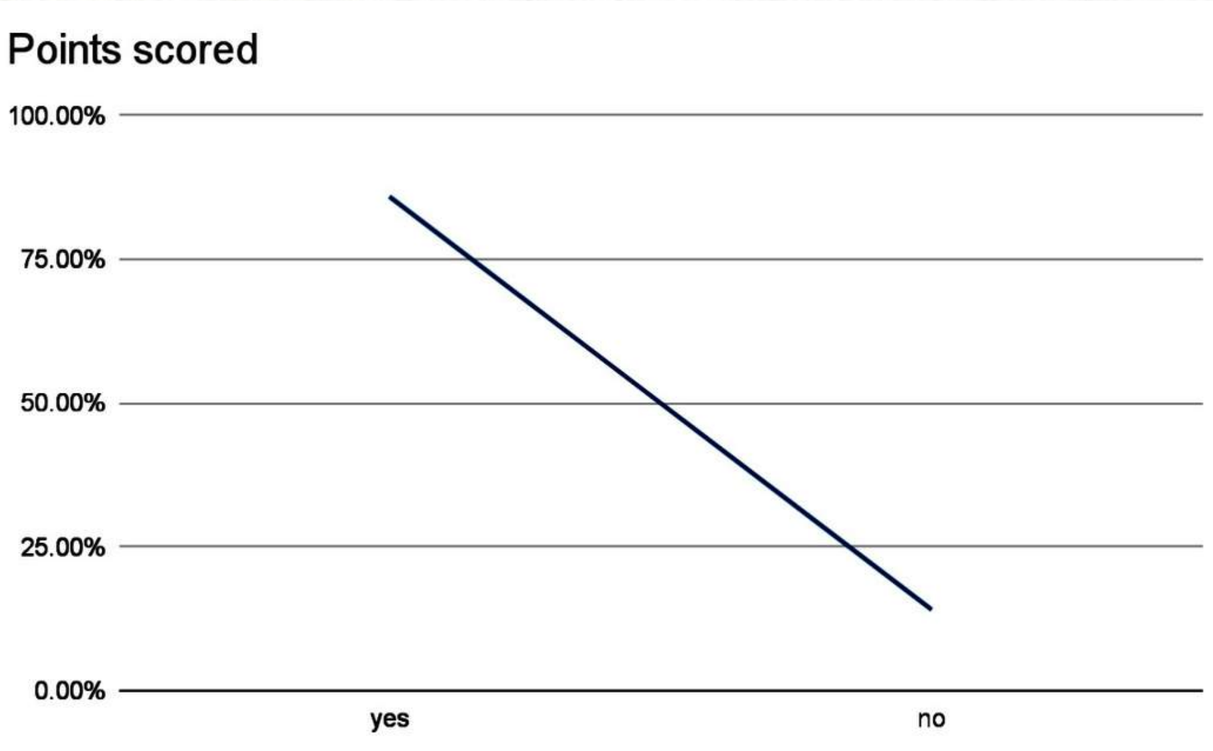


Secondary Data Analysis

Did you make any choices based on something you saw on social media?

85.91% - yes

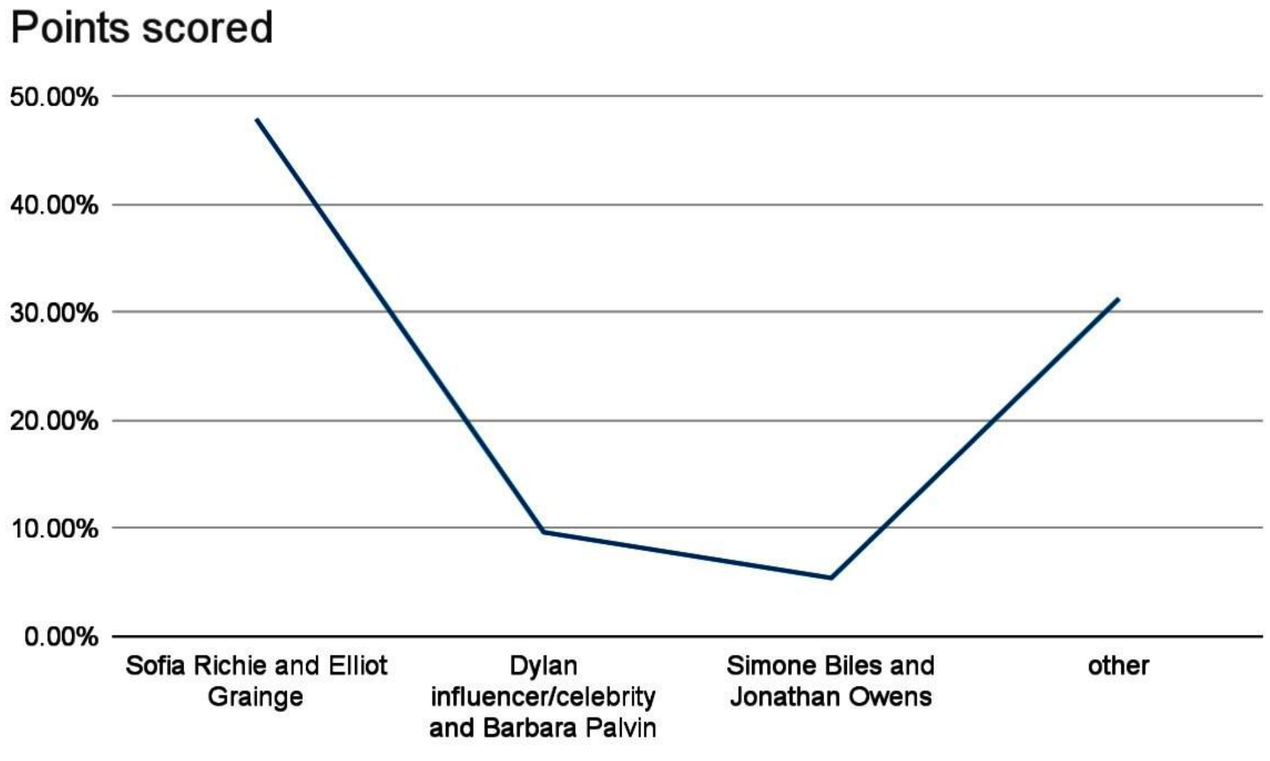
14.09% - no



Secondary Data Analysis

Which influencer/celebrity wedding of 2023 inspired you the MOST?

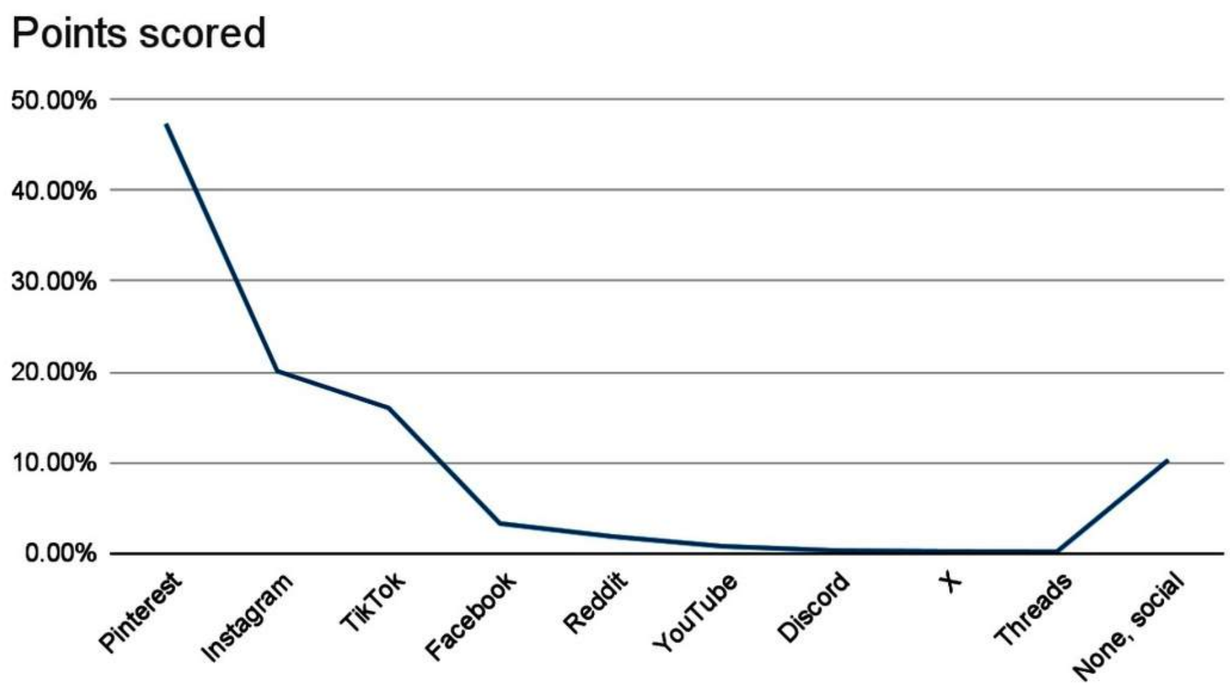
47.95% - Sofia Richie and Elliot Grainge
9.65% - Dylan influencer/celebrity and Bar
5.41% - Simone Biles and Jonathan Owens
31.29% - other



Secondary Data Analysis

Which social media platform is invaluable/crucial to your wedding planning process

47.38% - Pinterest
10.25% - None, social media didn’t support me in planning
20.07% - Instagram
16% - TikTok
3.23% - Facebook
1.81% - Reddit
0.72% - YouTube
0.25% - Discord
0.15% - X
0.12% - Threads



Secondary Data Analysis

Website blog

Zola's blog webpage is a valuable source of secondary data on wedding trends for 2024, particularly regarding the preferences and planning choices of couples getting married that year.

Press

Zola has introduced new features to expand its offerings and cater to evolving wedding planning needs, such as a wedding registry builder and honeymoon booking tool.
The company's market performance can be analyzed through growth figures, user base statistics, and partnerships, revealing its market position and success within the wedding industry.
The company's target audience can be inferred from the tone and content of the press release, which may include budget-conscious couples, millennial brides, or a specific demographic.

Secondary Data Analysis

The report "Wedding Services Market Size by Type (Local Wedding, Destination Wedding), Regions, Global Industry Analysis, Share, Growth, Trends, and Forecast 2023 to 2032" The report is part of the Consumer Goods category.

- The global wedding services market is expected to grow at a rate of 13.74% from 2023 to 2032, reaching a projected market size of USD 178.46 billion in 2022.
- The Asia-Pacific region is expected to dominate the market, driven by the growing demand for wedding services in countries such as China, Japan, and India.
- The Indian wedding industry is expected to reach a value of over USD 50 billion by 2025 and the US wedding industry is expected to grow at a CAGR of 4.5% from 2023 to 2032.
- Key trends driving the market includen increasing demand for personalized and memorable wedding experiences, advancements in technology, changes in consumer behavior, rise of social media, demand for sustainable and eco-friendly practices (The Brainy Insights, 2003).

Secondary Data Analysis

Concerns about gift-giving:

- Financial stress and anxiety for couples
- Pressure to plan expensive experiences or contribute to charitable causes

Lack of transparency:

- Fees and commissions charged by Zola.com
- Unclear expectations for couples and vendors

Cultural implications:

- Unrealistic expectations for couples, prioritizing material possessions over relationship
- Over-gifting culture, pressure to give more than can afford

Digital concerns:

- Data privacy and security risks & Potential for cyberbullying and online harassment
- Potential for cyberbullying and online harassment

Literary Overview

Zola's Adoption of AI: (Susana C. Santos, et al., 2023) Zola has introduced AI-powered tools, such as Lang and "Split the Decisions," to streamline the wedding planning process and provide personalized solutions.

Growing Use of AI in Wedding Planning: (Jannik Lindner, 2024) The wedding industry has seen significant growth in the use of AI, with 80% of couples using at least one AI-powered tool during their wedding planning.

Challenges and Drawbacks: (Natali Grace Levine, 2023) Some small and medium-sized businesses lack IT support and understanding, and may face challenges in adopting AI.

AI Adoption Among SMBs: (SMB Group, 2023) Despite challenges, 28% of small and medium-sized businesses already use AI, and most believe it has more benefits than drawbacks. AI can bring benefits such as improved decision-making and customer service.

Hypothesis

Artificial intelligence (AI) has the potential to revolutionize the wedding industry. From personalized wedding planning to customized wedding invitations, AI-powered tools can make the entire wedding experience more efficient, personalized, and cost-effective.

H1: Personalized Wedding Planning

AI-powered wedding planning tools can significantly reduce the time and effort required for wedding planning, making the process more efficient and enjoyable for couples, both those currently planning and those who have planned their weddings.

H2: Customized Wedding Invitations

AI-powered tools can create highly personalized and customized wedding invitations that match the couple's style and preferences, leading to a more memorable and unique experience for both current and past weddings.

Hypothesis

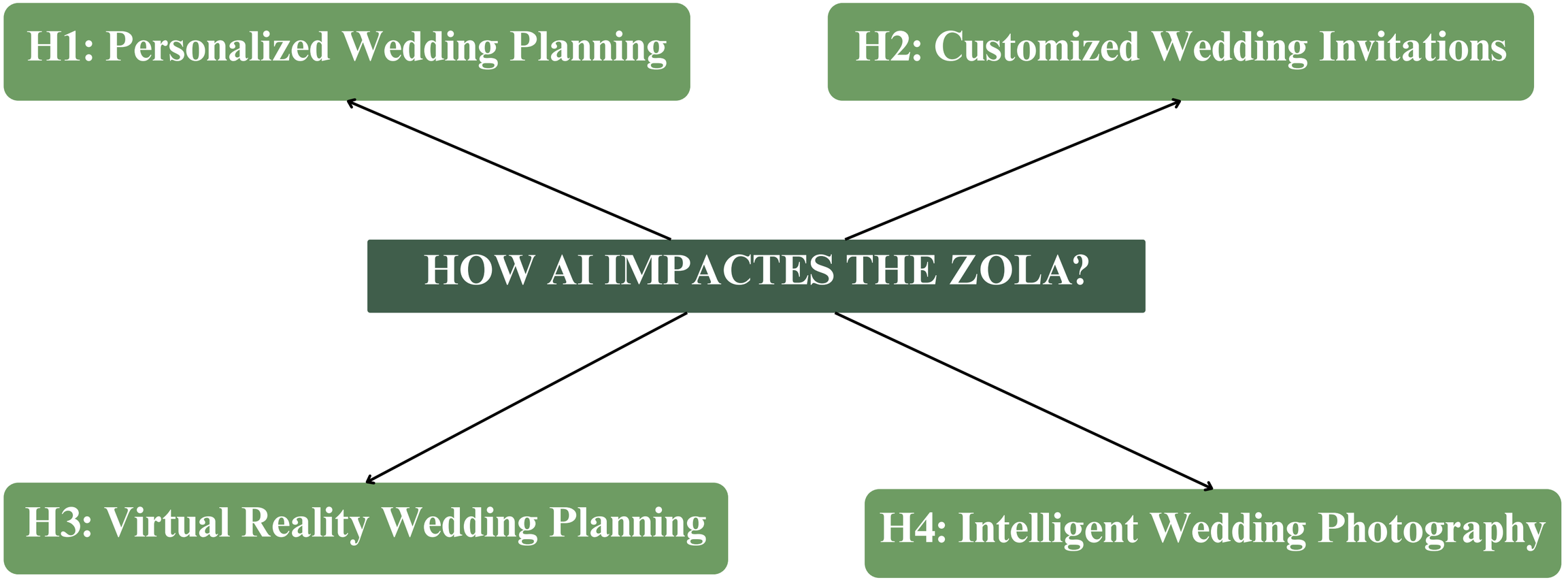
H3: Virtual Reality Wedding Planning

The use of virtual reality technology in wedding planning can reduce the number of in-person venue visits, save time and money, and provide a more immersive and engaging experience for couples, applicable to those planning now and those who have recently planned.

H4: Intelligent Wedding Photography

AI-powered cameras can capture more candid and emotional moments at weddings, resulting in higher-quality and more authentic wedding photos, as reported by couples who recently got married and those currently planning their weddings.

Hypothesis Map



Research Design

Type of Research

The general aim of the research is to describe the current situation regarding the perspectives of adults on the influence of AI in the wedding planning industry. Considering the ongoing evolution of technology and the expected adaptations over time, this scope could be analyzed over different time frames using longitudinal research. However, we have chosen to conduct our observation at a single point in time to understand the current changes and people's opinion regarding it at the moment.

To clearly define the scope of this work, we will use a conclusive research design. Specifically, a descriptive research method with a cross-sectional study will be used to observe a sample at a single point in time. The study will focus on analyzing the impact of artificial intelligence (AI) on ZOLA's business performance and potential customer engagement.This is particularly relevant as AI has significantly transformed the wedding planning industry. Additionally, the research will compare the past and present effects of AI and technology to provide a comprehensive understanding of the current changes in the industry.

Measurement

For creation of the questionnaire, Qualtrics was used and later on a survey link distributed through social media platforms. The survey questions are going to be developed and addressed according to the research topic impact of AI on the Zola company for weddings. Using online surveys allows study to create information for precisely answering who, what, how, where and when questions relating to the research topic. It should be noted that the type of questionnaire developed in the survey was also close-ended. Sociodemographic type of questionnaire Attitudinal, meaning questions are Nominal. When it comes to nominal questions, they have from 2 to 4 binary categories, depending on different questions. Questions were simplified and no jargon was used. Further information regarding the questionnaire, its distribution and related segments, will be discussed later on in the Data Collection Method section.

Likert scale measurements are widely used in social science research to measure attitudes, opinions, and perceptions. According to this statement our participants will be asked to rate their agreement or disagreement with specific statements using a predetermined scale with 7 possible answers, typically ranging from "Strongly Disagree" to "Strongly Agree." Likert scale measurement is going to be used to assess the level of efficiency, enjoyment, personalization, engagement, quality, and authenticity in different aspects of wedding planning and execution.

Scaling

Nominal Scale

This scale is going to be used to find out about the demographics of respondents and we are going to capture the data about their age,gender or marital status.

Ordinal Scale

We chose to use this scale because it provides more information than nominal scales and they not only tell you which category each observation falls into but also provide information about the relative position or order of those categories. Unlike nominal scales, ordinal scales not only categorize data but also indicate the relative position or order of the categories. With the help of this scale it will be checked how much AI is used for wedding planning and customer acceptance and whether the people like using AI.

Interval Scale

This scaling will be used to measure different aspects of wedding planning and execution. For example, participants will be asked to rate the level of customization, personalization and quality on a scale with equal intervals, allowing for meaningful comparisons between different levels of these constructs.

Likewise of measurement, scaling is also an important part of the research design. It helps researchers to organize and interpret data in a meaningful way. We decided to use quantitative data because questions this way will be structured. Mostly, non comparative detailed itemized scaling was used because of comparing an object independently of other objects whose properties are being examined. In this way, respondents don’t need to compare the subject in relation to another subject, a standard, or an "ideal subject." They value only one item at a given time.

However, in this project, the impact of AI and VR technologies on wedding planning and execution, several scaling techniques are going to be used to capture the variation of participants' experiences and perceptions. To ensure our survey covered all aspects of scaling and measurement comprehensively, we decided to use three different types of scales:

Sample Process

To test and verify the hypotheses related to the research topic, it is important to carefully choose the sample size and target group. In this research, 70 people took part in an online survey that the target group includes individuals who are already married as well as those currently planning their weddings.

Including married individuals allows for reflections on their experiences, providing valuable insights into how AI could have improved their planning process. Both groups are likely to have relevant experiences and opinions on the use of AI in various aspects of wedding planning.

Sample Size

To test and verify the hypotheses related to the research topic, it is important to carefully choose the sample size and target group. In this research, 70 people took part in an online survey that included individuals who are already married as well as those currently planning their weddings. Including married individuals allows for reflections on their experiences, providing valuable insights into how AI could have improved their planning process. Both groups are likely to have relevant experiences and opinions on the use of AI in various aspects of wedding planning.

Collecting data from these two target groups helps the study identify trends and differences in how AI tools are perceived and utilized at various stages of the wedding journey. Ensuring an adequate sample size is crucial to making the results generalizable and avoiding bias from a small, non-representative group. Additionally, a convenience sample will be used for distributing the online survey, as this method is practical and commonly employed when data collection is costly and the target population is difficult to access.

Data Collection Methods

Data collection involves gathering and verifying information about variables using various methods and tools. The goal is to obtain and analyze authentic and reliable information to make well-informed decisions and provide evidence (Simplilearn, 2023). For this research, primary data collection will be conducted through an online survey.

Primary data collection involves gathering data directly from the source, rather than using previously collected information. The online survey will utilize a “snowball” sampling technique to recruit participants. This method ensures a sufficient number of respondents and that participants share common features with those chosen directly by our team members. This approach is particularly effective in reaching individuals who are married, currently planning a wedding, or considering planning one in the near future, thereby ensuring relevant and diverse insights into the use of AI in various aspects of wedding planning.

Data was collected mainly through Social Media channels, particularly WhatsApp groups, Instagram and e-mail.

Plan For Data Anaiysis

Hypotheses

General research topic consist of the regarding to four hypotheses and which ones are indicated as below;

01

H1: Personalized Wedding Planning
H2: Customized Wedding Invitations
H3: Virtual Reality Wedding Planning
H4: Intelligent Wedding Photography

Dataset

02

This analysis utilizes a survey dataset collected to explore adult perspectives on the role of Artificial Intelligence (AI) in wedding planning. The data represents the responses of a sample population of adults regarding their experiences with online wedding planning tools and their attitudes towards AI integration in various aspects of the wedding planning process.

Plan For Data Anaiysis

03 Variables to used in the main analysis

Exposure Variables: Ever Used Zola or Similar Platform (H1): This binary variable (Yes/No) indicates whether the participant has prior experience with online wedding planning platforms.

Main Outcome Variables: This analysis focuses on several key outcome variables that shed light on adult perspectives on AI in wedding planning. These variables capture participants' attitudes, beliefs, and intentions regarding AI's role in various aspects of the planning process;

Attitudes towards Online Platforms and AI Integration
Beliefs about AI Personalization and Planning
Perceptions of AI for Wedding Day Tasks
Openness to AI-Powered Photography

Stratifying Variables: Age, Gender,Marital Status.

Plan For Data Anaiysis

04 Inclusion / Exclusion Criteria

Adults (age 18+)
Those who are currently planning their wedding or have been married in the past.

VS

Individuals under 18 years old
Those who do not fall into the target audience (planning/married).

05 Statistical methods and software

SPSS as a giant toolbox filled with statistical analysis equipment. We'll be using this toolbox to unlock the insights hidden within our survey responses.

- In SPS we will focus descriptive, explore and correlation analysis. These sections (Data View, Analyze) provide the necessary tools to analyze our data for demographics, normality tests, and hypothesis testing related to H1 (Personalized Wedding Planning).

06 Key Table Shells

Summarize the data for different aspects of the survey.

Key Table Shells of Zola

TABLE	DESCRIPTION	VARIABLES
Online Platforms vs. AI Views (H1)	Compares how people who have never used online planning tools view AI in wedding planning compared to those who have used them (H1).	*Used Online Platform (H1) (Yes/No) * Importance of AI in Planning (H1) (Likert scale) * AI Reduces Stress (H1) (Likert scale) * Likely to Use Online Platform (H1) (Likert scale)
Beliefs about AI Personalization (H2)	Summarizes average responses on AI personalizing weddings (H2).	* Mean (SD) for: * Customized Wedding Ideas (H2) (Likert scale) * Unique Weddings with AI (H2) (Likert scale) * AI for Wedding Schedule (H2) (Likert scale)
Comfort & Cost Savings with AI (H3)	Summarizes average responses on AI's role in the wedding day (H3).	* Mean (SD) for: * Comfort with AI Logistics (H3) (Categorical scale) * Cost Savings with AI (H3) (Categorical scale)

Key Table Shells of Zola

TABLE	DESCRIPTION	VARIABLES
AI Cameras & Capturing Emotions (H4)	Summarizes average responses on AI photography (H4).	* Mean (SD) for: * AI-Powered Cameras (H4) (Likert scale) * Capturing Emotions with AI (H4) (Likert scale) * Satisfaction with AI Photography (H4) (Likert scale)
Demographics	Shows the breakdown of participants by background factors.	* Age (Years) * Gender (Male/Female/Other) * Marital Status (Currently Planning/Considering Planning/Married/Not Considering Planning)

Data Analysis

Questionnaire and Findings - demographics

Frequencies

Statistics

		Please indicate your age (in years).	What is your gender?	Please select the option that best describes your current situation.
N	Valid	70	70	70
	Missing	0	0	0
Mean		28.8571	1.57	3.04
Std. Deviation		8.42578	.498	.924
Minimum		18.00	1	1
Maximum		70.00	2	4

What is your gender?

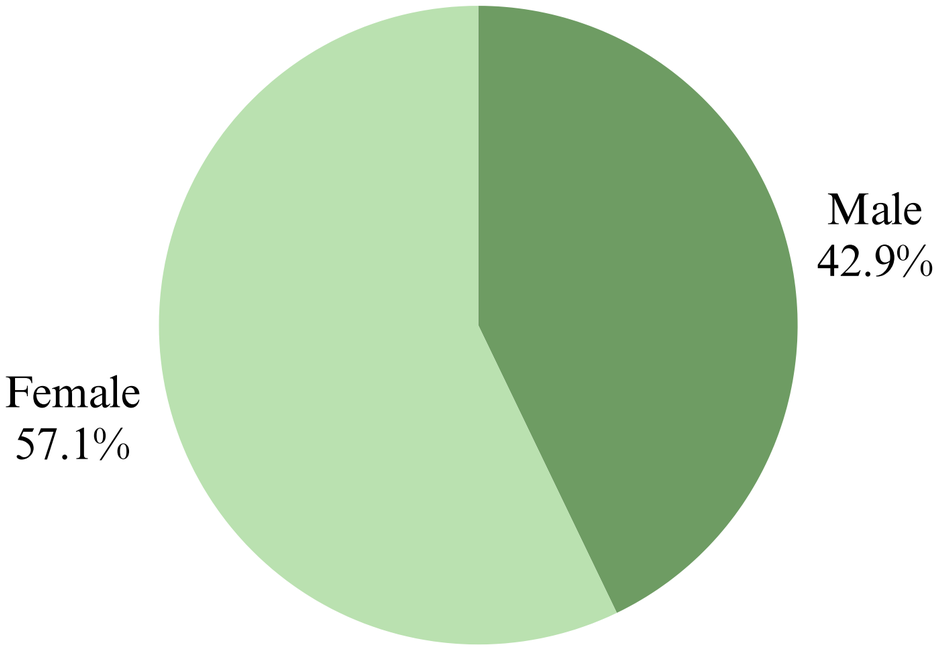
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	30	42.9	42.9	42.9
	Female	40	57.1	57.1	100.0
	Total	70	100.0	100.0	

Please select the option that best describes your current situation.

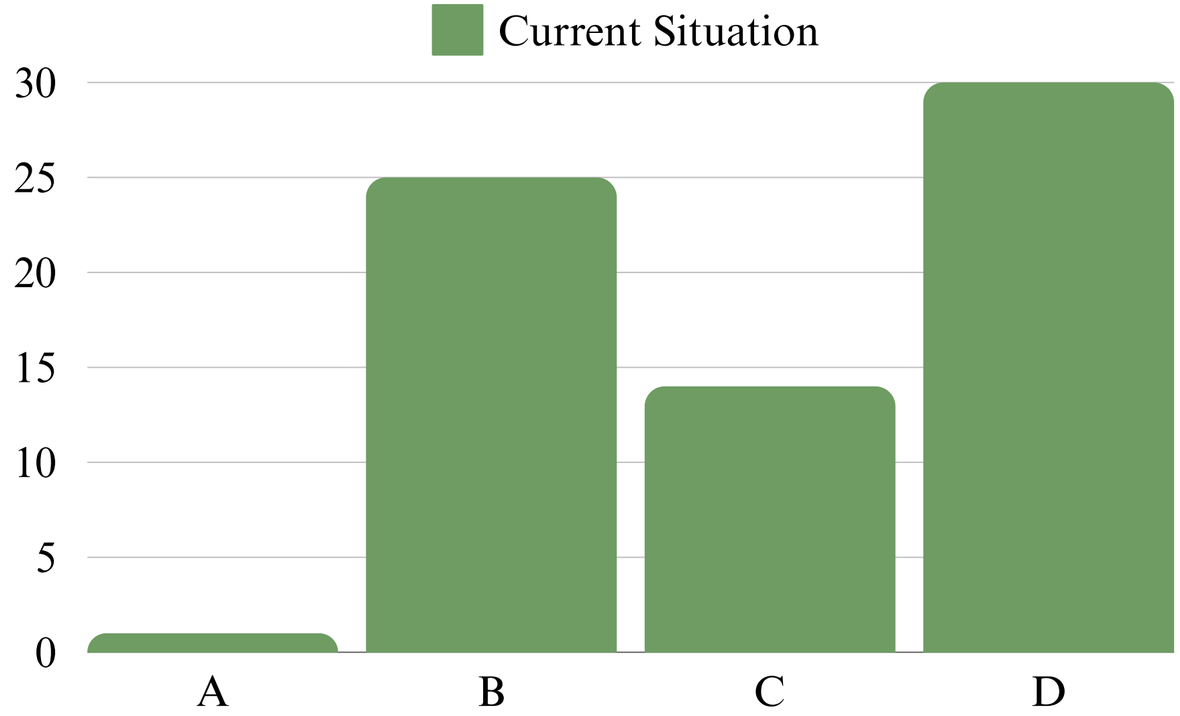
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Currently in the process of planning a wedding.	1	1.4	1.4	1.4
	Considering planning a wedding in the near future.	25	35.7	35.7	37.1
	Married.	14	20.0	20.0	57.1
	Not considering planning a wedding at this time.	30	42.9	42.9	100.0
	Total	70	100.0	100.0	

Data Analysis

Questionnaire and Findings - demographics



42.9% of the participants are male.
57.1% of the participants are women.



Wedding plans

A) 1.4% of respondents are currently in the wedding planning process.
B) 35.7% of respondents are considering planning a wedding in the near future.
C) 20% of the participants are married.
D)42.9% of respondents are not currently planning a wedding.

Data Analysis

Normality distribution test

Extreme Values

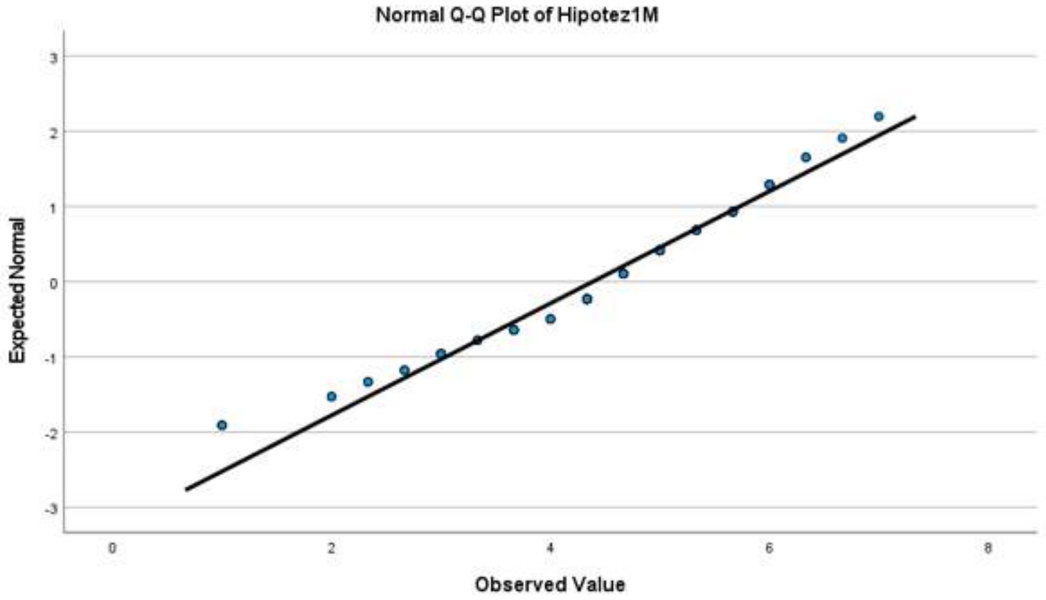
			Case Number	Value
Hipotez1M	Highest	1	44	7
		2	8	7
		3	24	6
		4	52	6
		5	3	6[a]
	Lowest	1	62	1
		2	40	1
		3	33	1
		4	46	2
		5	26	2

a. Only a partial list of cases with the value 6 are shown in the table of upper extremes.

Tests of Normality

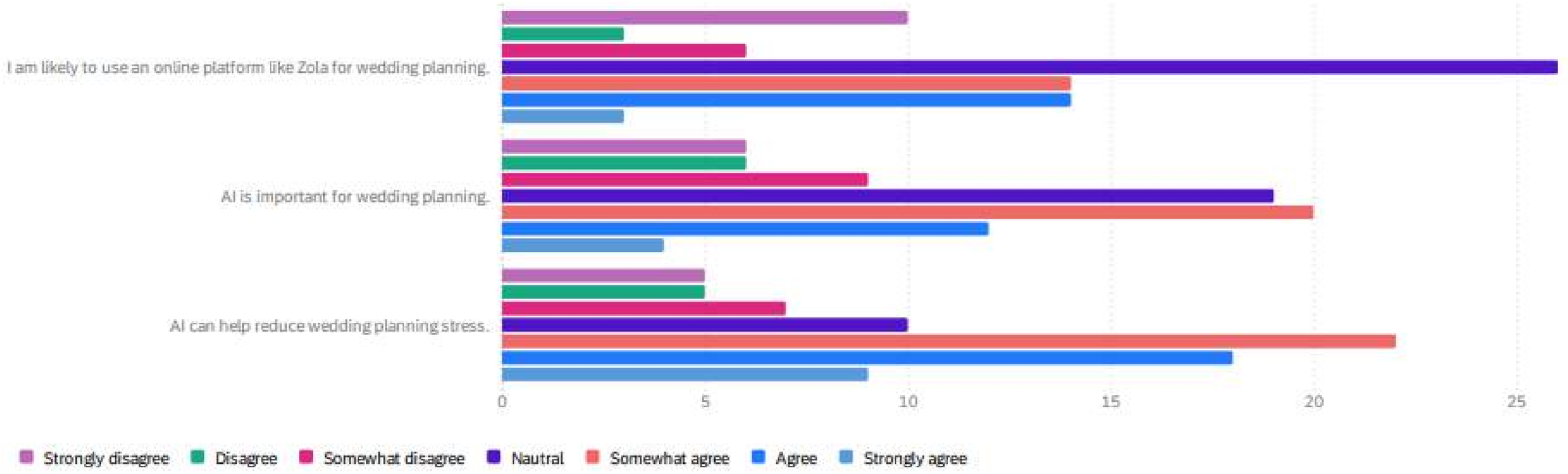
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Hipotez1M	.156	70	<.001	.958	70	.020

a. Lilliefors Significance Correction



Our Significant value is less than 0.05. In this case, we can say that there is no normal distribution. At the same time, this situation also shows us that my hypothesis is correct. We used Spearman when analyzing.

Data Analysis



The chart provides evidence that online wedding planning platforms and artificial intelligence are becoming increasingly popular in wedding planning. Couples can turn to online platforms and artificial intelligence to plan their wedding, as these tools can streamline the process and reduce stress.

Data Analysis

Correlation Analysis

Nonparametric Correlations

Correlations

			To what extent do you agree with the following statements? - I am likely to use an online platform like Zola for wedding planning	To what extent do you agree with the following statements? - AI is important for wedding planning	To what extent do you agree with the following statements? - AI can help reduce wedding planning stress.
Spearman's rho	To what extent do you agree with the following statements? - I am likely to use an online platform like Zola for wedding planning.	Correlation Coefficient	1.000	.411**	.379**
LIKE		Sig. (2-tailed)	.	<.001	.001
		N	70	70	70
	To what extent do you agree with the following statements? - AI is important for wedding planning.	Correlation Coefficient	.411**	1.000	.679**
IMPORTANT		Sig. (2-tailed)	<.001	.	<.001
		N	70	70	70
	To what extent do you agree with the following statements? - AI can help reduce wedding planning stress.	Correlation Coefficient	.379**	.679**	1.000
STRESS		Sig. (2-tailed)	.001	<.001	.
		N	70	70	70

**. Correlation is significant at the 0.01 level (2-tailed).

We analyzed the correlations between Hypothesis 1 variables.

In general, there is a positive correlation between variables. There is a very strong positive correlation between the Important and Stress variables.

These results show us that Hypothesis 1 is correct. At the same time, People in the study believe Al makes wedding planning easier and reduces stress. This suggests that Al may be popular with wedding planners.

Conclusion

Personalized Wedding Planning (H1)

Highlights key points from findings related to H1 and online wedding planning platforms;

Strong correlations between positive views on AI and likelihood of using online platforms.
Importance of considering the perspective of wedding planners.
Potential market for AI-powered wedding planning tools.

Conclusion

Experience

The study found exciting connections! People who believe AI makes planning easier are more likely to use online platforms like Zola. This suggests a potential boom for AI-powered planning tools!

LIMITATIONS

Research Limitations;

While AI is making a big splash in the wedding industry, there are some limitations to its impact on wedding platforms:

Data Bias: If the data used to train the AI is biased, the recommendations it makes could be skewed.

Lack of Human Touch: AI can't replace the creativity and emotional intelligence of a human wedding planner.

Privacy Concerns: AI platforms that collect a lot of data about couples raise privacy concerns.

Ethical Considerations: There are ethical considerations around AI-generated content, such as photos or videos.

Method Limitations;

Potential response bias in survey.

The generalizability of conclusions from quantitative research may be impacted by its shallowness, rigidity, and narrow scope.

Brief time spent studying.

Small sample size, unfocused country and income informations of participants.

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ANNEXES

AI Impact on "Zola" and wedding industry

Start of Block: Introduction

Introduction Dear participant,

This survey is being conducted as part of an academic research project at the NOVA Information Management School regarding Impact of Artificial Intelligence (AI) on wedding industry with an accent on "Zola" wedding planning company.

Carefully read and answer the following questions. Remember that your participation in this survey is voluntary, which means that you are free to participate or not, as well as give up at any time. However, your responses are very important, completely anonymous, and will be used only for academic purposes. There is no risk involved in answering any of the questions.

Consent Informed Consent Form

I declare that I am 18 or over 18 and agree to participate in this research. I declare that I was informed that my participation in this study is voluntary and that I can leave this survey at any time without penalty, and all data is confidential. I understand that I will evaluate responses and that this study does not offer serious risks.

- ○ I agree to participate. (1)
- ○ I do not agree to participate. (2)

End of Block: Introduction

Start of Block: Personalized

H1 Have you used Zola or a similar platform for wedding planning?

- ○ Yes, I have. (1)
- ○ No, I haven't. (2)

Page Break

H1 To what extent do you agree with the following statements?

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Nautral (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I am likely to use an online platform like Zola for wedding planning. (1)	○	○	○	○	○	○	○
AI is important for wedding planning. (2)	○	○	○	○	○	○	○
AI can help reduce wedding planning stress. (3)	○	○	○	○	○	○	○

End of Block: Personalized

Start of Block: Customized Wedding Invitations

H2 To what extent do you agree with the following statements?

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neutral (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
AI can provide personalized wedding ideas based on personal preferences. (1)	○	○	○	○	○	○	○
I believe AI can help make weddings more unique. (2)	○	○	○	○	○	○	○
I'm likely to use AI to help plan my wedding schedule. (3)	○	○	○	○	○	○	○

End of Block: Customized Wedding Invitations

End of Block: Customized Wedding Invitations

Start of Block: Virtual Reality Wedding Planning

H3 How comfortable are you with the idea of AI handling wedding day logistics?

- ○ Extremely uncomfortable (1)
- ○ Uncomfortable (2)
- ○ Neither comfortable nor uncomfortable (3)
- ○ Comfortable (4)
- ○ Extremely comfortable (5)

Page Break

H3 Do you think AI can provide better cost-saving opportunities for wedding planning?

- ○ Strongly disagree (1)
- ○ Disagree (2)
- ○ Neither agree nor disagree (3)
- ○ Agree (4)
- ○ Strongly agree (5)

End of Block: Virtual Reality Wedding Planning

H4 To what extent do you agree with the following statements?

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neutral (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I am likely to use AI-powered cameras for wedding photography. (1)	○	○	○	○	○	○	○
I believe AI can help capture more candid and emotional moments at weddings. (2)	○	○	○	○	○	○	○
I am satisfied with the current options available for AI in wedding photography. (3)	○	○	○	○	○	○	○

End of Block: Intelligent Wedding Photography

Start of Block: Demographics

Age Please indicate your age (in years).

_____

Gender What is your gender?

- ○ Male (1)
- ○ Female (2)
- ○ Other (3)

Marital status Please select the option that best describes your current situation.

- ○ Currently in the process of planning a wedding. (1)
- ○ Considering planning a wedding in the near future. (2)
- ○ Married. (3)
- ○ Not considering planning a wedding at this time. (4)

End of Block: Demographics

Start of Block: Debriefing

Debriefing Do you have any questions or suggestions? If yes, please list them. If no, leave the space blank.

_____

End of Block: Debriefing

Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Hipotez1M	70	100.0%	0	0.0%	70	100.0%

Descriptives

			Statistic	Std. Error
Hipotez1M	Mean		4.39	.161
	95% Confidence Interval for Mean	Lower Bound	4.07	
		Upper Bound	4.71	
	5% Trimmed Mean		4.44	
	Median		4.67	
	Variance		1.806	
	Std. Deviation		1.344	
	Minimum		1	
	Maximum		7	
	Range		6	
	Interquartile Range		2	
	Skewness		-.643	.287
	Kurtosis		.217	.566

Extreme Values

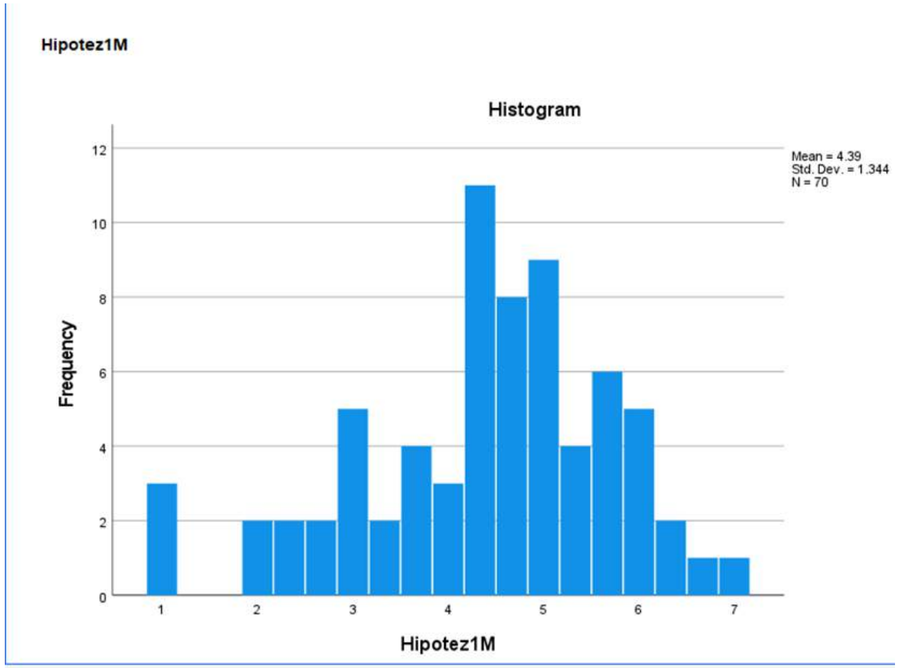
			Case Number	Value
Hipotez1M	Highest	1	44	7
		2	8	7
		3	24	6
		4	52	6
		5	3	6[a]
	Lowest	1	62	1
		2	40	1
		3	33	1
		4	46	2
		5	26	2

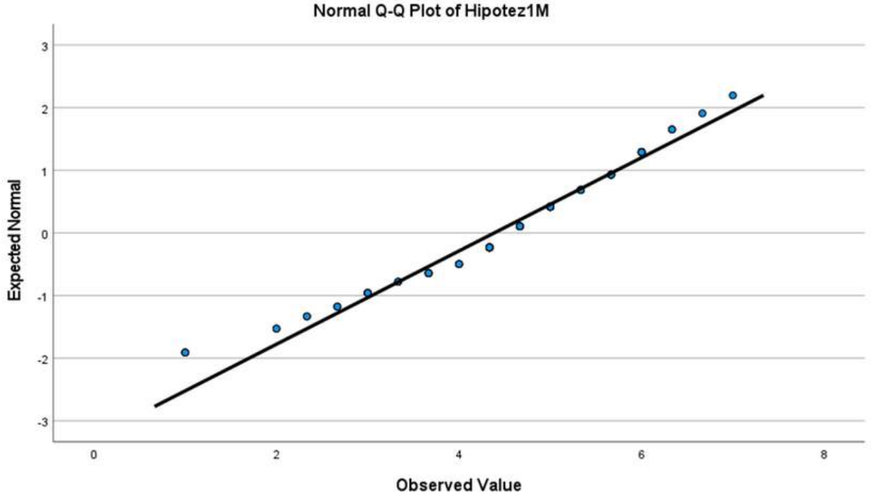
a. Only a partial list of cases with the value 6 are shown in the table of upper extremes.

Tests of Normality

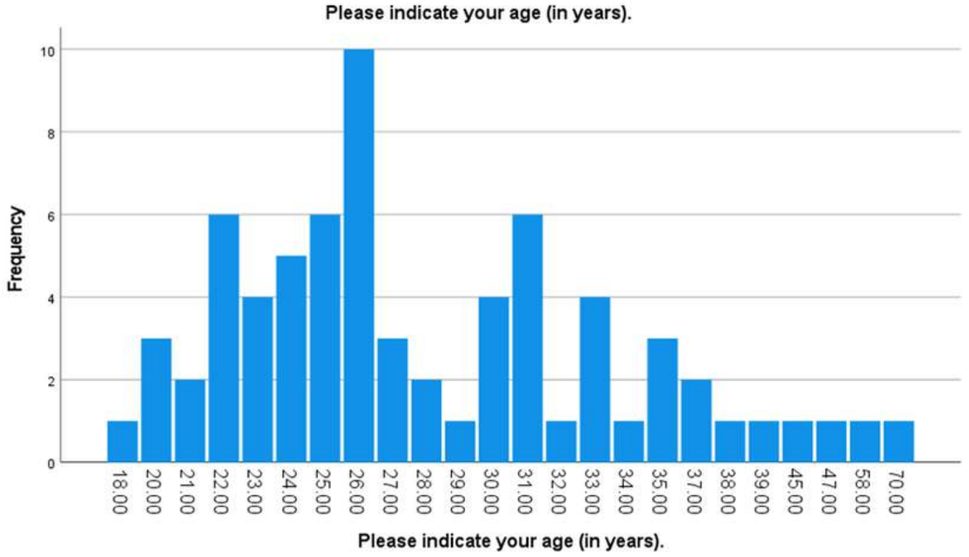
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Hipotez1M	.156	70	<.001	.958	70	.020

a. Lilliefors Significance Correction


Hipotez1M
Histogram
Mean = 4.39
Std. Dev. = 1.344
N = 70
Frequency
Hipotez1M


Normal Q-Q Plot of Hipotez1M
Expected Normal
Observed Value

Bar Chart


Please indicate your age (in years).
Frequency
18.00
20.00
21.00
22.00
23.00
24.00
25.00
26.00
27.00
28.00
29.00
30.00
31.00
32.00
33.00
34.00
35.00
37.00
38.00
39.00
45.00
47.00
58.00
70.00
Please indicate your age (in years).