



The Influence Of Celebrity Culture, Social Media, Modern Practices, And Youth Aspirations On Wedding Costs And Traditions

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ABSTRACT

Weddings have evolved from intimate cultural ceremonies to grand events influenced by social media, celebrity culture, and modern consumerist trends. This paper reviews existing literature on wedding expenses, examining how socio-cultural factors and economic pressures contribute to the increasing costs of weddings. This paper aims to understand the interplay between tradition and modernity in wedding consumption and offers insights for future research and policy development. It highlights key themes, including conspicuous consumption, social status reinforcement, parental influence, and the role of media in shaping youth aspirations. The Indian wedding industry, valued at approximately \$130 billion, highlights the extent of financial investment in these ceremonies (Gupta, 2024). Celebrity culture and digital media, especially Bollywood weddings and platforms like Instagram, set unrealistic expectations, escalating costs. The review identifies gaps in the literature, particularly in empirical studies on the direct impact of celebrity culture and social media on wedding expenditures. Future research should focus on the quantitative impact of social media on wedding spending, cross-cultural comparisons of wedding expenditures, sustainable wedding financing policies, and the psychological effects of financial stress due to extravagant weddings.

KEYWORDS: - Wedding cost, Cultural traditions, social media, Celebrity Culture, Youth aspirations

INTRODUCTION

A wedding is considered one of the most important moments in any person's life symbolizing love, commitment, and new beginnings. Marriages can also be called matrimony or wedlock (Krishnan, 2008). The notion of marriage differs around the globe, not only between cultures and religions but also within the past of any given culture and religion, always changing to both expand and restrict who and what was included.

In general, marriage is a socially or ritually acknowledged union between spouses establishing rights and obligations between them as well as affinity (Yadav, K., and Rakhee 2018). This institution serves as a personal commitment and reflects broader social dynamics. For instance, Thorstein Veblen's concept of conspicuous consumption—expenditure aimed at demonstrating economic standing before others—is particularly relevant here (Erdoğan, 2021). Weddings often become platforms for showcasing financial

prowess through elaborate celebrations and gifts, illustrating how marital unions intersect with socioeconomic contexts. By examining these dimensions, we gain a deeper understanding of why weddings remain significant events globally while highlighting the diverse cultural narratives surrounding love, family ties, and status symbols. Although weddings have been part of society for centuries, the modern wedding industry began in the 1920s. Indian wedding traditions have a history as varied and rich as the country's very intricate social systems and cultural customs, all driven by deep religious convictions (Gabbrakhmanova et al., 2017).

Indian weddings draw attention worldwide due to their cultural memorable, and bright social customs. The country displays huge diversity in marriage traditions and cultural norms (Buckley, 2006). Exploring over a century of weddings, one can see how the wedding market evolved from 1920 to 2020, reflecting cultural diversity and wedding rituals among different ethnic communities in different areas. Thus, an Indian wedding is the biggest cultural ceremony that not only becomes the unification of two people but also the initiation point of families and communities into each other (Lamia, 2023).

As the days pass, the new generation is becoming modern. Not only is a wedding an important cultural ritual in our society but it is also ingrained in our cultural habits. It is mainly unknown how much tradition and how powerful an idea is at play in this rite of passage, but the silent persuasion of tradition that is inherent to and upheld by the wedding industry must also be examined to analyze the commodification of both identity and ritual that permeates the modern wedding (Narah, 2023).

WEDDING CONSUMPTION

Wedding consumption refers to expenditures that occur before marriage. It differs from other forms of personal or family consumption in that it usually occurs only once and has social and personal implications (Bloch et al., 2004). The entire process of a wedding consists of an aggregation of various consumption practices, including booking banquet halls, venue decorations, wedding photographs, arranging, and choreographing the performance of ceremonies in exotic locations, acquiring multiple cuisines, wedding attires, jewelry, and countless other requirements (Halliday, 2021). While some wedding couples do not want their parents to pay for the wedding, parents of the couple often feel obligated to make sure their children's perfect wedding takes place (Werner, 1997). Consequently, a large part of the family expenditure goes into the wedding. Wedding expenditures convey family or personal preferences as well as the income and social standing of the two original households. Such financial obligations are not limited to personal dreams but also tend to support social constructions and expectations of marital relationships, leading mainly to large amounts of emotional and psychological pressures for both sides of families and partners (Fatima et al., 2022).

The lavish wedding ceremony has attracted a lot of attention from the people. Grand royal weddings had a boom in the early 20th century, representing both a return to earlier customs and the adoption of new ones (Otnes, and Pleck, 2003). Since 2000, the largest shift in wedding consumption has been the rapid increase in indirect wedding consumption, which primarily consists of housing and car expenses (Fu et al., 2018). This is because, over the past century, the wedding industry has exploded partly because of consumerism and the success of the industry in industrializing romance and love.

RISING WEDDING EXPENSES

Wedding expenses have substantially increased over the years. Every year, almost 10 million weddings take place in India. India is the world's second-largest wedding industry. With an annual spending of US\$ 130 billion, the wedding business is the fourth-largest in India, according to a survey published by the Economist. Its huge scope offers millions of people job chances (Ibef, 2024). Following its recovery from the difficulties brought on by the epidemic, the industry has grown over the last three years by embracing an inventive and digitally driven strategy. The average cost of hosting a wedding celebration in India touched Rs 28 lakhs in 2023, up from Rs 25 lakhs in 2022 (Zaidi, 2024). This trend reflects a broader global phenomenon of increasing wedding costs. It is pointed out that the going rate for a typical wedding may vary not only by the place of the ceremony or the number of people to be invited but also by the overall headcount. An Indian wedding on average would cost around an approximation of RS 5 lakhs to RS 20 lakhs (Zaidi, 2024). These expenses include the wedding venue and decorations, bride and groom outfits, catering services, and the bride's jewelry. However, if the wedding is planned along with a honeymoon trip or the wedding is outright extravagant, then the overall expenses may touch or cross Rs 50 lakh (Bajaj Finserv, 2024).

Indians have a deep fascination with marriage. Everything about this celebration of love is so adorable, from the groom's dance to our curiosity about the bride's outfit. Furthermore, Indian marriages are rarely modest affairs. The wedding of Anant Ambani, the youngest son of Reliance Industries chairman Mukesh

Ambani and his wife Nita Ambani, to Radhika Merchant—the daughter of pharmaceutical tycoons Viren and Shaila Merchant—has everyone talking (Holland et al., 2024; Sebastian, 2024; Bhaimiya, 2024). The worldwide media is covering the great event in addition to the Indian media. It would help if you were interested in one part of Indian weddings, even though the Ambani's nuptial ceremony is the main focus of attention. With a valuation of \$130 billion, the Indian wedding business is the second largest industry in the country, after the food and grocery sector (\$681 billion) (*Happily Ever After*, 2024).

Managing wedding expenses is a critical challenge for many couples and families. In facing the wave of modernization and a more challenging economic situation, the desire to dream of a luxurious marriage becomes a challenge for couples who want to get married. Due to financial strain, many people choose to borrow money for their weddings rather than make long-term plans, which might cause marital discontent or conflict (Zulkarnain & Ramli, 2021). To manage wedding expenses, each couple surely needs to prepare their sources of expenditure. Early preparations must be made to determine sources of expenditure by the individual involved in managing the wedding expenses, which would help the smooth management of wedding expenses. Many contemporary weddings are concerned with unnecessary things, such as variations in commodities and services, which lead to wastage and overaction (Khairuddin and Fauzi, 2016).

CONCEPT AND BACKGROUND

Weddings and marriage ceremonies combine a variety of activities that vary in meaning and context, an ethnically rich set of traditions and rituals that have a specific significance and are carried out when two people get married, and, on a larger scale, a complex that represents people's lives in all of their multifaceted manifestations. As a unique element of ritual culture, the marriage ceremony also ensures the continuation of the ethnic traits of the populace and acts as a conduit for the transfer of cultural heritage. In other words, it preserves and transmits the social and cultural experience of the ethnos to future generations (Gabbrakhmanova et al., 2017).

A global pattern in our most recent study was the strong need for festivities after two years of pandemic limitations, even though wedding trends and customs differ greatly between cultures and geographical areas (The Knot Research and Insights Team, 2023). Couples sought methods to showcase their uniqueness while embracing the chance to spend time with loved ones. This article presents themes from 15 countries, ranging from private parties in rural Britain to romantic outdoor events in São Paulo. To obtain a complete picture of weddings in the post-COVID era, surveys of over 25,000 couples were conducted by The Knot, Hitched, Bodas.net, and their sibling websites. The surveys covered budget, vendors employed, planning preferences, and new trends (Chokrane and Wax, 2024).

Globalization today has extended trends in most developed countries, one of which is the themed wedding. It includes different trends, for example, destination weddings indicating that newlyweds decide to get a wedding in a beautiful location of the world; dream weddings that are personalized and overdressed which represents the vision of the marrying pair; and thematic weddings referring to motivic and cultural references from the marrying pair's personality and hobbies. These trends not only show the different ways through which people celebrate weddings but also show how different cultures are being merged in a globalizing world (Monger, 2013). Theme-based weddings have emerged as one of the most popular trends in the global wedding industry, and this trend is increasingly being exported worldwide (McNeil, 2004). There is an endless market opportunity for themed weddings in New Zealand, just as there is in other developed countries like the U.S. and the U.K. The New Zealand market is making use of ideas for wedding themes from overseas markets. There is a need to keep abreast of the trends for themed packages and related services to be successful in the New Zealand wedding market (Krishnan, 2008). According to The Bride's Magazine, themed weddings cost an average of \$22,360 and often involve around 168 guests (McNeil, 2004). However, in reaction to couples and families demanding budget-friendly options some wedding planners created budget-friendly themed wedding packages to enable couples, whose budgets are limited, to enjoy the elegance and uniqueness of a themed wedding, according to (Toh, 2007). Themed weddings present large opportunities for personalization from the cupcake tree to the Eiffel Tower to make it accessible to those who may not have the financial resources, (Burgoyne, 2007).

According to the History of Indian Wedding, early communities needed a stable way to ensure the continuation of their species for social and political purposes (Sutherland, 2003). The institution of marriage has been serving as a tool for the continuation of lineage and the management of property rights since at least the 4th century; indeed, there are large areas where arranged marriages continue even today. This trend of blending tradition with modern values comes across very well both in wedding ceremonies across the world and full of rich meaning and symbolism combined with globalization and other technological advancements (Culturaldialog, 2018). Such history indicates that in society polygamy had existed, especially among the Kshatriyas for political alliances, as proved by texts like Mahabharata. However, the

view of love from society changed with this and declared pre-marriage love taboo (Narah U., 2023). Even though polygamy is no longer legally allowed nowadays, dowry has come up as a serious issue. But despite all the changes in customs and rituals Indian weddings have remained unchanged, uniting two souls for life by meaningful ceremonies like Kanyadaan, Saptapadi, and the Mandap Ceremony. It is interesting to see how such traditions are now evolving during the 21st century, changing throughout a realm that defines expressions of love and commitment across the globe, with the feel of the delicate interplay between age-old customs and modern influences.

However, (Syed Husin et al., 2016) define wedding expenses as funds spent by the couple or family members on preparation for the wedding. The study on wedding expenses has drawn interest not only within the academic circles of the Malay community but also across the globe. As assumed by (Blakely, 2007), marriage became an industrially more crucial activity in the 2000s when it was placed in contexts of different kinds of ancillary businesses such as advertisement, marketing, public relations, honeymoon planning as well as wedding consulting services. The three main causes of such a situation are women shortages, face rivalry in the culture of villages, and unequal bargaining power (Jiang et al., 2015).

However, concerns have been raised about the cost of weddings. Since such a great deal of money is needed, some argue that themed weddings are acceptable only for wealthy couples; the other side, still, will argue that, if necessary, themed weddings can be quite affordable for all. The real issue lies in the lack of availability of lower-cost themed wedding options in the market. Interviewees noted that while themed weddings are marketed as expensive, there are ways to reduce costs through careful planning and customization without hiring professional wedding planners (Toh, 2007). A wedding and virtually everything connected with it is not only a sacrament but also an indicator of the social and property status of married people and the way they express themselves in society. It should be noted that attitudes towards marriage traditions as well as, the topic of marriage rituals, are examined (Fu et al., 2018).

CULTURAL CONTEXT AND TRADITIONS

Indian wedding traditions vary from region to region, from the preferences of the bride and groom and the community, religion, and place. It's no surprise, then, that Indian wedding ceremonies are incredibly rich in culture and tradition (Ribinik, 2024). In India, weddings are festivity events that include decorations, dances, colors, and customs that are specific to the community, area, religion, and personal preferences of the bride and groom (Kumar, 2019). Changing times change the customs of society, which is relatively about the young generation. With the changes in the modern concept of marriage, opinions, and views about marriage which were once personal issues, have now turned into issues that spend thousands of bucks on weddings.

IMPACT OF BOLLYWOOD AND CELEBRITY CULTURE

Bollywood, in particular, plays a significant role in shaping wedding aspirations. This is made even worse by the fact that public expectations and individual aspirations are distorted in ever-ambitious Bollywood representations of marriages. Bollywood movies today depict a picture of Indian life, a picture that is filled with images of romance, tradition, and love for family above all else. Such pictures lull the viewer into believing such depictions are the actual instances of Indian life, at least the general attitudes and beliefs of society (Lundberg and Howson, 2012). Every aspect of the Bollywood wedding is intended to display wealth and upward social mobility, and at the centre of it, there is a very complicated metaphor of money and male dominance. Even though Indian weddings are depicted in Indian films has contributed appreciably to the commodification of Indian culture by turning marriages into consumer events symbolic of social success (Rajadhyaksha, A, 2004).

Celebrities set the trends towards living a life of over-the-top weddings, which catches most of their younger, more impressionable audience off guard. Children and young adults, still considered immature, are likely to adopt their favourite celebrities by adopting their favorite clothes, hairdo, and even the place of the wedding. This style imitation further integrates grandiosity and luxury associated with celebrity weddings and encourages greater wedding spending (Krishnan, 2008).

PRE-WEDDING PHOTO SHOOTS

In recent years, pre-wedding photo shoots have gained much popularity these days and add another big expense line on the part of a couple getting engaged. These really over-the-top photo and film shoots, sometimes actually presented in a style reminiscent of Bollywood movies, are meant to prove love and romance (Tiggemann and Slater, 2008). Although they add some glamour and excitement, they also increase the total cost of the wedding to a great extent. Many couples spend a lot of money on these photo shoots because they want to beat the competition and make the most beautiful memories possible, which puts an

additional financial burden on families. This neoliberal luxury regime convinces people, especially the youth, to put on a show of being some kind of globalized Indian who wants to spend time celebrating their antecedent customs. Weddings are not only a rite of passage that enables family bonding but also an opportunity to boast and celebrate personal achievements. The wedding has become a show of high pomp and circumstance from the relatively intimate ceremony that used to be performed within the confines of the family home. Not surprisingly, this major leap like the wedding, is in large measure influenced by the Bollywood cultural business the cinema and film industry. These elegant, occasionally Bollywood-inspired photo shoots dramatically raise the overall cost of the wedding. Indeed, all aspects of the wedding, décor, dress, and location borrow liberally from the grandeur of Bollywood film productions (Kapur, 2009).

SOCIAL MEDIA AND WEDDING TRENDS

Wedding trends are also affected these days, especially through social media, one of which is Instagram and Pinterest are considered among the most trending platforms. Facebook, Twitter, YouTube, and Instagram are now among the most important parts of a business's operational and marketing strategy (Wang, Lin, and Choi, 2020). The marriage industry, in particular, has greatly benefited from social media, because the use of the internet in business is trending upward. The choice of which social media platform a business utilizes is often influenced by the popularity of that platform within the market (Micmohen, J. 2018). The wedding industry, along with the continuous emergence of extravagant trends, has capitalized on this opportunity, becoming commercially sensitive (A. Ahmad, 2013). Weddings, which were also status and wealth indicators, have increasingly subscribed to the "big fat wedding" culture. Social media not only increases the magnitude but also magnifies cultural dramatization (Kalmijn, 2004). The middle class and the young people of the generation are responsible for the growth of the wedding business, as far as the spending inspired by social networks is concerned. This industry comprises various sub-sectors ranging from caterers, wedding planners, dress designers, and decorators constituting a large network of operators (Bundhun, n.d.). Social media also fosters ideals of 'the perfect bridal look' that puts pressure on brides to adhere to such standards. Reality shows and magazines like The Knot tell brides how they should look on their wedding day thus producing social normalization. It is thus that most of the brides follow these instructions in the horror of imperfection, made to adhere not by force but sublimely influenced by social media and wedding experts (Engstrom, 2008).

SOCIAL PRESSURE

Marriage remains a grand occasion to demonstrate a family's prestige and a means for social rising in the caste as well as through the social system Parents expressed sentiments of Societal and family pressure made us think of more exuberant wedding planning (Yabiku, 2005). Maintaining the pace with such things as wedding expectations has changed how people prepare and view because through social networks there are new traditional activities like bridal showers, bachelor parties, and weddings away from home to which many people have no other choice but to bow and perform (Batoool et al., 2021). Numerous parents said that they experience a lot of pressure from relatives and society during wedding planning. They said that social pressure played a major role in posing both financial and psychological pressure. This 'what will people say' mentality cropped up constantly among these parents, and it made them conform to certain expectations which made them uncomfortable. This pressure that exists within society affects them because they endeavor to meet the family's wedding expectations (Fatima and Fatima, 2023).

THE FINANCIAL BURDEN OF WEDDINGS ON INDIA'S POOREST FAMILIES

In order to ensure effective financial operations, financial planning entails forecasting, gathering, withdrawing, investing, and cash planning (Zulkarnain and Ramli, 2021). The financial burden of weddings on India's poorest families is that Families of brides are forced to spend more than they can afford due to an extravagant and exploitative culture, but reform may be on the way (Al Jazeera, January 2021). The entire nineteenth-century debate on the cost of marriage was, I suggest, one way in which this kind of measurement entered everyday life (Cocks, 2013). Using the money that the groom's parents gave her, the bride must purchase clothing for the "suitcase." Furthermore, assistance in purchasing a dowry which should contain anything from furniture (bedroom, kitchen, living room with a chest of drawers) and everything necessary for the groom to have an apartment or house. In wedding ceremonies, as in other situations involving this kind of signaling, some degree of positional or competitive consumption should be acknowledged (Halliday, 2021). Due to a strong son's preferences – a historical issue, but one that has been amplified due to the high cost of weddings and doweries- there has been a great increase in gender-related abortion, abandonment, and neglect of daughters, and violence against women and girls (Lundberg and Howson, 2012).

THEORIES OF WEDDING CONSUMPTION

The reason why a bride's family sends a dowry and a groom's family contributes gifts as part of their betrothal is explained by two main sociological views. According to the wedding compensation theory notion, the bride's family receives expensive betrothal presents from the groom's family as payment. Put another way, the reason for the bride price is that the bride's family must receive payment from the groom's family for both the labor transfer and the costs associated with raising their children (Agarwal Goel and Centre for International Trade and Development, School of International Studies, Jawaharlal Nehru University, India, 2019). According to the wedding subsidy idea, dowries and betrothal presents are given to the bride and groom's newly formed family and can be seen as financial support from the formed family and can be seen as financial support from the paternal generation to the filial generation. In an attempt to bring these two theories into harmony, (Fu et al., 2018) assert that families with varying social and economic standings would pay the betrothal gifts for various reasons: some goods and money are transferred between the families as compensation, while other transfers are made as subsidies. Still, none of the theories adequately accounts for wedding consumption.

Other scholars have explained it in terms of signal or symbol theory. For the bride, betrothal presents an express reputation and social status and represents an implication of commitment to marriage. The family of the bridegroom can be considered a guarantee or even assurance for the bride's family, and it should be able to view such a significant expense on the part of the groom's family as a demonstration of women's rights and dignity (Li, 2009). Most of the wedding consumption about the ceremony, ring, and honeymoon carries symbolic meaning. They indicate personal or family taste besides the wealth and status of the original families.

BRIDE PRICE AND DOWRY

A daughter's marriage is the costliest event in the life of an Indian Family. These costs are over six times the annual income of a family and may push a family into poverty and debt bondage, especially if multiple daughters are to be married. Dowries, or gifts given from the bride's family to the groom, make up a sizable amount of the expenses associated with marriage. The bride's family uses the remaining funds to celebrate the wedding. When compared to the terrible poverty of rural Indian living, these weddings may appear extraordinarily extravagant to an outsider. Hundreds of guests are invited to feasts and festivities that may last several days. Although these festivities are not exclusive to India, they are especially important in extremely impoverished communities where wedding expenses can be extremely wasteful due to their high opportunity cost (Bloch et al., 2004).

First, we provide novel facts on how dowry in India has evolved throughout the twentieth century. These complement, but also often contrast with the small empirical literature on historical dowry in India, which has been based on data sets that are either relatively small, do not span all of India, or do not cover the period of dowry inflation (Chiplunkar and Weaver, 2023). Dowry has been studied to affect almost every type of economic action and behavior (Bloch and Rao, 2002; Sekhri and Storeygard, 2014; Borker et al., 2017; Bhalotra et al., 2020; Anukriti et al., 2022), and thus, an enhanced understanding of the nature of dowry in India would help to support historical shifts of practice like this. It also may inform understanding of other economic phenomena for which there has been less work on the direct role of dowry, such as relative investments in female and male children.

RESEARCH GAP

The review of existing literature indicates that a substantial body of work is available on weddings, marriage rituals, and weddings as a business industry. Several studies have examined wedding costs, dowry practices, and the economic and cultural dimensions of marriage. Research has also discussed how celebrity culture, modern practices, and social expectations influence wedding expenses. However, despite this growing body of literature, certain gaps remain evident.

Most existing studies focus on weddings either as cultural rituals or as economic events, but there is limited research that simultaneously examines the combined influence of celebrity culture, social media, and modern wedding practices on rising wedding costs. In particular, empirical evidence examining how celebrity endorsements and social media trends shape youth aspirations and financial expectations related to weddings remains limited.

Furthermore, much of the available literature lacks a comprehensive discussion on the financial and psychological pressure experienced by couples and their families due to escalating wedding expenses.

Regional and cultural variations in wedding practices are also underexplored, which restricts a broader understanding of how localized traditions interact with modern influences.

Additionally, previous research has largely overlooked how young people imagine and plan their weddings in the contemporary digital era. While wedding spending and rituals have been widely discussed, limited attention has been given to youth aspirations shaped by celebrity weddings and mediated images on social media platforms.

Therefore, the present study addresses these gaps by focusing on the role of celebrity culture, social media influence, and modern wedding practices in shaping wedding costs and traditions. By doing so, the study aims to provide a clearer understanding of the changing nature of weddings and the factors contributing to their increasing financial burden.

Research Methodology

The present study adopts a qualitative literature review approach to comprehensively examine the influence of celebrity culture, social media, and modern practices on wedding aspirations, expenditure patterns, and consumerism, particularly in the Indian context. The objective of this review is to synthesize existing empirical and theoretical research, identify dominant themes, and highlight gaps within the current body of literature related to wedding consumerism.

A systematic search of relevant literature was conducted using major academic databases and publishing platforms, including JSTOR, Springer, SAGE, Taylor & Francis, Emerald, Elsevier, and Google Scholar. In addition, reputed journals such as the *Journal of Human Resources*, *Journal of Social Marketing*, *International Studies of Economics*, *European Journal of Marketing*, *European Journal of Cultural Studies*, and related interdisciplinary sources were consulted to ensure comprehensive coverage of sociological, economic, and cultural perspectives.

A combination of focused keywords was used to retrieve relevant studies, including *wedding consumerism*, *celebrity culture*, *Bollywood influence*, *social media and weddings*, *youth aspirations*, *wedding expenditure*, *conspicuous consumption*, *bride price*, and *Indian weddings*. These keywords were used individually and in combination to maximize the retrieval of pertinent literature. In addition to database searches, reference lists of selected articles were manually examined to identify additional relevant studies.

In total, approximately 75 scholarly articles, reports, and book chapters were initially identified. These sources were screened based on their relevance to the study objectives through title and abstract review. After this preliminary screening, 56 studies were selected for in-depth analysis. Only literature directly addressing wedding practices, consumer behavior, cultural influences, and financial aspects of marriage was included, while unrelated or repetitive studies were excluded.

The selected literature was analyzed using a thematic analysis approach. Studies were systematically reviewed to identify recurring themes such as rising wedding expenditure, the role of celebrity and media influence, social pressure, youth perceptions, and the intersection of tradition and modernity. This thematic synthesis enabled the identification of patterns, similarities, and divergences within the literature, providing a structured understanding of how contemporary wedding practices are shaped by cultural and economic forces.

CONCLUSION

The analysis highlights a clear shift in wedding spending patterns, particularly among younger couples, influenced by changing social values, media exposure, and evolving aspirations. Weddings, which were traditionally viewed as cultural and familial rituals, have increasingly become platforms for social display and status representation. Celebrity culture and mediated images of extravagant weddings have contributed significantly to shaping expectations regarding what constitutes an ideal wedding.

The study indicates that rising wedding costs often result in financial stress for couples and their families, sometimes leading to long-term economic consequences. Despite increased decision-making autonomy among young adults, traditional values and parental influence continue to play an important role in wedding planning and expenditure. This coexistence of tradition and modernity reflects the complex nature of contemporary wedding practices.

Furthermore, the growing commercialization of weddings has expanded consumption beyond ritual necessities to include luxury services and experiences. These trends reinforce social pressure and normalize

excessive spending, particularly in societies where weddings are closely linked to family prestige and social recognition.

Overall, the review emphasizes the need for greater awareness of the economic and social implications of extravagant wedding practices. Understanding the role of celebrity influence, social media, and youth aspirations is essential for developing more sustainable approaches to wedding planning. Future research and policy initiatives should focus on promoting financial awareness, cultural sensitivity, and balanced consumption practices while preserving the symbolic and cultural significance of weddings.

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