

Methodology

The main aim of this study is to investigate wedding and honeymoon tourism influence on the branding of Southern region of Sri Lanka. In order to answer research questions, quantitative research approach was chosen. Questionnaire is distributed among 100 randomly selected past wedding couples and 80 couples were responded. Primary data is collected from distribution of a survey questionnaire among sample

In the present study, it was obviously impossible to ascertain the exact number of people in the world who satisfied the basic criteria (Wedding and Honeymoon Couples). A finite number could not therefore be achieved in the sampling frame. It was therefore decided that the most appropriate sampling method for the present study was judgmental sampling (Purposive) method.

Results and Discussion

This studies examined Customer Based Brand Equity within a Wedding tourist destination context. In this final chapter will discuss about the implications and findings to both academics and practitioners.

The sample of past wedding couples studied in this research has indicated that the majority of them were familiar about the Southern Regions a wedding destination. Both male and female customers were responded to the survey.

Table 01: The relationship between brand equity and brand dimensions

		Coefficients				
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.368	.301		-1.222	.226
	Avg_BA	.270	.088	.233	3.075	.003
	Avg_BQ	.223	.069	.219	3.242	.002
	Avg_BL	.213	.071	.210	2.986	.004
	Avg_BI	.375	.062	.439	6.049	.000

a. Dependent Variable: Avg_BE

The result of this regression analysis is indicate that; There is a significant correlation of brand awareness $p = 0.003$ ($p < 0.050$), brand quality $p = 0.002$ ($p < 0.050$), brand loyalty $p = 0.004$ ($p < 0.050$) and brand image $p = 0.000$ ($p < 0.050$) collected with customer brand based equity for promoting wedding tourism destination. Null hypothesis is rejected and alternative hypothesis is accepted.