

ABSTRACT

The aspiration of the study was to examine that how much money spent on a wedding in Punjab without any inference but with the passage of time it's important to estimate this expense as it affects the economy. The foremost objective of this research is to build a statistical model by considering all prominent factors / variables that can affect the expense. So, that upright and reliable estimate of wedding expense can be obtained. In Descriptive study maximum, minimum or average expense of wedding regarding different or prominent variables is obtained and coefficient of variation as well found. The population of this existing study is married couples of Lahore, Punjab within a specified time period. A sample of 100 couples was selected by simple random sampling. For data collection a questionnaire was designed and face to face interview or survey method was used to obtain the related information. Reliability of questionnaire also conducted through Corn Bach's alpha which is more than 0.7. Plus Multiple Linear Regression (MLR) was applied with the help of Statistical Package for Social Sciences (SPSS). Further assumptions and diagnostics also tested. Finally, it was found that Cost on per tolha (gold), Cost on venue menu, Dowry and Cost on attires are significant. This study can be extended for other social issues like expenses on dowry.