



Role of wedding value chain actors in the growth of micro, small, and medium enterprises in Tanzania's creative industry

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ABSTRACT

There is a limited understanding of the role of the wedding value chain actors in the growth of micro, small, and medium enterprises (MSMEs) in Tanzania. The wedding industry in Tanzania has evolved into a multifaceted economic ecosystem that supports a wide range of enterprises, including event planners, catering services, décor providers, garment makers, photographers, cosmetologists, and transport operators. This study examines the role of the wedding value chain in fostering the growth of businesses in Tanzania by analyzing the linkages, opportunities, and constraints that shape enterprise performance. The main research question is "How do wedding value chain actors contribute to the growth of micro, small, and medium enterprises (MSMEs) in Tanzania's creative industries?" Using a qualitative-descriptive research design supported by value chain and enterprise development theories, this study draws on insights from wedding service providers, industry associations, and related stakeholders across major urban centers. This study adopted a mixed methodology using qualitative and quantitative research designs. The target population for this study comprised Micro, Small, and Medium Enterprises (MSMEs) operating within the wedding value chain in Tanzania. This study involved a total of 120 respondents, who were initially purposively selected and subsequently randomly selected from over 5,000 MSMEs across Tanzania. Data collection was carried out through structured questionnaires, semi-structured interviews, and document analysis. For quantitative analysis, descriptive and inferential statistics, including correlation and regression, were used to explore relationships between MSMEs providing services. Regression analysis, in particular, helped to estimate the degree of influence MSMEs have on business outcomes. Qualitative data from interviews are analysed through thematic content analysis, following a well-established six-phase framework. The findings reveal that the wedding value chain stimulates business growth through increased market demand, diversification opportunities, skills development, and inter-firm collaboration. However, enterprises face challenges such as limited access to capital, inconsistent client flows, inadequate professional standards, and weak regulatory coordination. This study concludes that strengthening the wedding value chain offers significant potential for enhancing businesses' competitiveness and expanding employment opportunities. It recommends targeted capacity-building, improved financing mechanisms, and formalization of strategies to unlock the full economic value of the sector.

Keywords: Creative Industry, Enterprise Growth, Micro, MSMEs, Tanzania, Wedding Value Chain

I. INTRODUCTION

The origins of the wedding value chain can be traced back to the historical development of marriage ceremonies from family-centred, communal rites to socially significant occasions needing specific products and services. The majority of communities, including Tanzania, have historically placed a strong emphasis on community participation at weddings, with neighbors and relatives providing labor, food, clothing, and decorations as part of customary reciprocity (Mbiti, 1969). Traditional Tanzanian wedding customs prioritised kinship, social cohesiveness, and obedience to clan traditions over business dealings (Nindi, 2013). These celebrations frequently featured symbolic rites, such as cooking parties and send-offs, which strengthened social bonds and group responsibilities (Uwase, 2025).

The commercialisation of weddings was further driven by the expansion of consumer culture and the emergence of creative and service industries. According to academics, the growth of industries including fashion, photography, catering, and event organizing produced organized chances for entrepreneurial endeavors (Hirschman & Holbrook, 1982). The need for expert wedding services was enhanced by rising disposable incomes, exposure to international wedding styles, and media impact (Lewis, 2015).

These interconnected services eventually came together to form what is now known as the wedding value chain, which consists of pre-wedding preparation, product and service production, event day execution, and post-wedding activities (Porter, 1985; Kaplinsky & Morris, 2001). The formation of the wedding value chain is the reflection of the

larger socioeconomic changes, such as the formalisation of formerly unofficial services, urbanisation, and market-driven consumer behavior. As a result, it constitutes a sophisticated business ecosystem that sustains elements of traditional culture while fostering the expansion of Micro, Small, and Medium-Sized Enterprises (MSMEs) as evidenced by Mushi (2019).

In Tanzania, weddings have historically been deeply embedded in cultural, social, and communal practices. Traditional weddings among the majority of ethnic groups require complex procedures, family bargaining, and adherence to clan-based conventions, such as communal recognition and bride price (Mhando, 2024). Modernisation, urbanisation, and outside influences have put social and cultural constraints on traditional marriage customs, including "Kulesya" (elopement) and "Kuselera" (formalised communal marriage). Similar to this, research on the impact of religious organisations like the Roman Catholic Church shows how, especially in areas like Kilimanjaro region, Christian-inspired marriage rites have progressively replaced or augmented some customs (Gores & Kapinga, 2020).

Oral literature and wedding songs from ethnic groups like the Nyiha in Mbozi District also exhibit cultural continuity. According to Mwasunda et al. (2023), traditional wedding songs still convey cultural values, social norms, and gender expectations despite rituals including modern constituents. These results highlight how cultural legacy endures despite changing customs. Similarly, recent research indicates that gendered expectations and representations in wedding speeches reflect both continuity and change, demonstrating how modern Tanzanian weddings frequently combine new social discourses with traditional standards (Ndimbo & Keya, 2024).

Tanzanian weddings are getting more professionalised and commercialised, according to recent trends. Specialised services, including professional event planning, catering, décor, makeup artistry, photography, and venue management are now frequently included in urban and middle-class weddings. This represents a change from strictly family-organised celebrations to coordinated, service-oriented occasions (Materu, 2025). It is clear that wedding customs are becoming more hybridised, with couples often fusing traditional rites and community celebrations with Western-style clothing and church ceremonies. Urbanisation, social media, exposure to international media, and shifting socioeconomic circumstances all have an impact on these shifts, resulting in a wedding scene that is both economically and culturally significant (Materu, 2025). Also, as Tanzanian culture developed more urbanized and modernized, weddings gradually changed from being mostly cultural occasions to ones requiring large amounts of money and customized services, indicating the beginning of commercialization (Khalid, 2017).

Despite these documented shifts, there is limited scholarly research that systematically traces the evolution of weddings across Tanzania. Current studies are often localised, ethnographic, or descriptive, focusing on specific ethnic groups or cultural practices, leaving gaps in understanding the national picture, the effects of modernisation, and the emergence of a wedding-related economy. The lack of research on how these evolving practices influence livelihoods, entrepreneurship, and MSMEs development highlights a significant gap, providing an opportunity for scholarly investigation into the Tanzanian wedding value chain and its broader social and economic implications (Gregory, 2025; Mwasunda et al., 2023; Ndimbo & Keya, 2024).

Tanzanian wedding value chain participants confront a number of obstacles that impede their company's expansion, efficiency, and total economic potential. Limited access to financing is one of the biggest obstacles. It is challenging to obtain loans for business expansion, equipment purchases, or marketing because majority of MSMEs in the wedding industry operate informally and lack collateral or credit history (Mushi, 2019; Khalid, 2017). Actors are frequently forced to rely on personal resources because of this financial constraint which limits their ability to scale operations or satisfy high client demands during busy wedding seasons.

In urban areas like Dar es Salaam and Arusha, weddings are concentrated around specific months of the year, resulting in periods of high income interspersed with protracted periods of low demand. For players like caterers, decorators, and photographers, this volatility impacts inventory management, personnel retention, and cash flow stability (Mhando, 2020). The industry is further hampered by inadequate professional training and skills. While many MSMEs rely on informal knowledge or on-the-job experience, some actors, especially in urban regions, have formal training in event management, fashion, or catering. This disparity hinders the adoption of innovative methods, lowers competitiveness, and impacts service quality (Lewis, 2015).

It is challenging for a large number of players to obtain government assistance, take part in official marketplaces, or safeguard their intellectual property because they operate without formal registration, standardisation, or adherence to legal standards (Nindi, 2013). Additionally, actors frequently operate without clear requirements for licensing, taxation, and consumer protection due to inadequate legal frameworks and a lack of institutional support for MSMEs in creative sectors, which further complicates company operations (Khalid, 2017).

Many players, especially in cities, provide comparable services with minimal distinction, which can result in lower margins and price undercutting. Smaller businesses find it difficult to contact customers and compete with more established service providers due to their limited marketing and online presence (Mushi, 2019; Mhando, 2020). The wedding value chain nevertheless offers substantial chances for MSMEs expansion, skill improvement, and job creation in spite of these obstacles. The sector's contribution to Tanzania's creative economy and entrepreneurial landscape would

be improved by addressing the obstacles through financial support, capacity training, formalisation, and regulatory strengthening.

1.1 Statement of the Problem

Globally, the wedding industry has expanded significantly over the past few decades, transforming from intimate, family-centred traditions into a large and dynamic economic sector. Studies from industrialised countries show that wedding-related services, including venues, catering, décor, apparel, photography, and entertainment, constitute a substantial segment of the broader leisure and events industry. In South Africa, for instance, weddings have evolved into platforms for expressing social status and stimulating commercial activity across multiple service sectors (Erlank, 2014). Recent market analyses further indicate that destination weddings, customisation trends, and the provision of full value-chain services are key drivers of growth in the global wedding services market (Grand View Research, 2025).

Akanle et al. (2019) describe weddings in Nigeria as a “hidden GDP,” sustaining thousands of small businesses, including caterers, tailors, photographers, and event planners. Similarly, Uganda’s enjoyment economy report highlights weddings as a key component of the expanding social-events sector, generating employment and stimulating entrepreneurship across East Africa (Baloyi, 2022). Collectively, these studies illustrate how weddings have become increasingly institutionalised as economic activities, embodying both cultural significance and substantial income-generation potential.

Anecdotal and media-based accounts indicate that weddings in Tanzania remain culturally significant while becoming increasingly commercialised, creating opportunities for a wide range of service providers. Weddings occur throughout the year in both rural and urban settings, generating consistent demand for venues, décor, catering, beauty services, photography, and logistics (Aviaan Accounting Market Research, 2025). Feasibility studies on event management further show that the demand for professional wedding planning, particularly in major cities is being fuelled by rising middle-class incomes, the influence of social media, and a growing preference for well-organised, high-quality ceremonies (Aviaan Accounting Market Research, 2025).

Although weddings are a significant economic activity in Tanzania, the wedding value chain remains largely underexplored in academic research. Limited attention has been given to its actors, structure, and value-adding processes across the pre-wedding, production, execution, and post-wedding stages, as well as its socioeconomic implications for MSMEs. Few peer-reviewed studies approach the wedding industry through a value-chain lens; most existing work is descriptive, anecdotal, or media-driven (Fagbola, 2023). Both global and local studies tend to put emphasis on market size or cultural dimensions of weddings, yet rarely adopt a value-chain perspective that links employment, skills development, micro-enterprise performance, and broader regional economic development. This gap in research limits our understanding of how weddings influence livelihoods, stimulate entrepreneurship, and shape the potential formalisation of actors within Tanzania’s creative industry.

1.2 Research Questions

- i. Who are the primary players in Tanzania's wedding value chain?
- ii. How are wedding value chain actors classified into micro, small, and medium-sized businesses in Tanzania?
- iii. How do wedding value chain actors contribute to the growth of MSMEs in Tanzania?
- iv. How does the degree of coordination among wedding value chain actors affect the growth of MSMEs in Tanzania?
- v. How does limited access to capital influence the growth of MSMEs operating in Tanzania?
- vi. What impact does limited access to training and skill development have on the expansion of MSMEs in Tanzania's wedding value chain, and what part do coaching and mentoring play in fostering this expansion?

II. LITERATURE REVIEW

2.1 Theoretical review

2.1.1 Overview

According to Esubalew and Adebisi (2024), business development services and entrepreneurial competencies act as mediating variables that shape the relationship between the wedding value chain and MSMEs' growth. Access to finance, managerial training, marketing skills, technology adoption, and networking opportunities equips MSMEs with the capabilities needed to meet customer expectations and compete effectively. MSMEs' growth as the dependent variable is assessed through indicators such as revenue, employment, customer base expansion, and business formalization. Although the wedding value chain offers substantial growth potential, the extent of MSMEs' success depends largely on their access to support services and their ability to apply entrepreneurial skills. These mediators strengthen MSMEs' capacity to manage resources, maintain quality standards, and scale their operations, thereby enhancing the positive impact of the wedding value chain on business performance (Nandez & Esayne, 2024).

2.1.2 Engagement with African Informal Sector Theory

The majority of scholars on the African informal sector, such as Meagher (2021) and Chen (2021) contend that informality is a structural and gendered aspect of African economies, primarily in service-oriented and culturally rooted industries, rather than merely a residual or transitional condition. Women are disproportionately represented in informal wedding value chain segments that correspond with socially established gender roles and care-based jobs, such as catering, beauty services, tailoring, décor, and transportation. The theory of the informal sector emphasizes how these women-run businesses function in intricate social networks, depend on transactions based on trust, and combine domestic and commercial duties. Such embeddedness limits women's ability to scale, formalize, and access financial services while also making it possible to enter the wedding economy with little capital requirements. The results of this study are consistent with African feminist political economy viewpoints, which contend that, rather than a lack of entrepreneurial ability, women's overrepresentation in informal businesses is a result of structural disparities in access to resources, training, and institutional support (Alfers, 2022).

According to Fox and Sohnesen (2023), the African informal sector theory draws attention to the “segmented informality” of value chains, where women and youth tend to occupy lower-value, labor-intensive nodes, while men are more visible in capital-intensive or coordination roles such as event ownership, venue management, and large-scale logistics. Despite women's crucial role in service delivery, this division in Tanzania's wedding value chain perpetuates gendered economic disparities and restricts women's upward mobility. Scholars studying the informal sector, like Meagher (2021), contend that market-driven expansion in informal economies may strengthen rather than weaken current gender hierarchies in the absence of focused policy interventions. Furthermore, the African informal sector theory argues that the wedding value chain can be transformed into a more inclusive growth pathway by increasing women's participation in higher-value segments through coaching and mentorship, collective organization, access to financing, and professional certification. By illuminating how cultural norms, informality, and institutional exclusion interact to influence women's entrepreneurial outcomes within Tanzania's wedding economy, African informal sector theory enhances the gender analysis.

2.1.3 Wedding Value Chain Actors in Tanzania

Tanzania's wedding value chain is made up of a wide range of participants that work together to organise, carry out, and support weddings. Event planners and coordinators are at the center of the value chain; they oversee all aspects of the process, including scheduling, budgeting, and vendor coordination. These actors serve as middlemen between customers and other service providers, and they frequently give all-inclusive packages that integrate several services, guaranteeing a flawless wedding experience (Mhando, 2020).

By offering bridal gowns, suits, traditional clothing, and accessories, fashion and apparel suppliers play a vital role. In order to help local MSMEs in the textile and fashion industries, this group comprises bridal stores, tailors, and designers who frequently provide bespoke services that satisfy both modern and traditional preferences (Mushi, 2019). In a similar vein, catering and hospitality services, which offer food, drinks, and venue management are essential players. Hotels, restaurants, and independent caterers work closely with planners to assure quality, cultural relevance, and client pleasure (Lewis, 2015).

Florists and decorators oversee the aesthetic and experience aspects of weddings, offering thematic designs, lighting, stage décor, and floral arrangements. In order to provide aesthetically pleasing events that meet customer expectations, these performers frequently work with photographers and planners (Richards & King, 2022). In addition, photographers and videographers record the event and sell products like highlight reels and albums. Through innovative marketing, their work helps to commercialise wedding services while also preserving memories (Mushi, 2019).

The bride, groom, and wedding party are prepared by beauty and personal care professionals, such as makeup artists, hairstylists, and wellness specialists, who frequently offer services to family members. This section adds to the overall value of wedding experiences and generates new business prospects (Khalid, 2017). In addition to providing seasonal employment possibilities, entertainment providers including musicians, DJs, and dance groups contribute to the festive ambiance, particularly during the busiest wedding seasons (Mhando, 2020).

The value chain is completed by post-wedding service providers, stationery and printing services, and transportation and logistics companies. While printing services create invitations, programs, and signage that influence the ceremony's organisational and visual elements, transport companies make sure that visitors and cargo are moved safely and on schedule. Post-wedding service providers, including album producers and anniversary planners, extend business prospects beyond the wedding day and promote long-term client relationships ((Nindi, 2013; Lewis, 2015). Together, these players create an interconnected ecosystem where the success of the wedding value chain is determined by cooperation, coordination, and service quality. This network illustrates the combined social and commercial significance of weddings in Tanzania by connecting cultural traditions with economic activity, allowing MSMEs to expand, develop, and make money.

2.4 Empirical review

2.4.1 Experience from other Countries

The majority of studies report that MSMEs in the tourism, hospitality, and event-oriented industries frequently use events, such as weddings, festivals, and other social gatherings, as a business strategy that promotes market expansion, business growth, and enhanced competitiveness. For instance, owners and operators of MSMEs working in small towns and regional areas discovered that these MSMEs use "event leveraging," or purposefully utilizing events (festivals, local celebrations), not only to make quick money but also to expand into new markets, improve ties with current clients, reward and develop employees, and promote community relations.

In Kenya, the wedding industry generates over KSh30 billion (USD 231.1m) annually for entrepreneurs providing wedding services such as venues, catering, photography, décor, transportation, and so forth (Mbugua, 2025). According to the survey, there is a consistent demand for wedding-related services in Kenya because about 28,000 couples get married each year. This implies that weddings are a significant and consistent source of income for many MSMEs, supporting the idea that wedding value chains can sustain livelihoods and enterprise growth (Getz, 2008).

Empirical evidence from the MSMEs in Saudi Arabia discovered that business performance is positively impacted by both internal resources and external environmental elements, such as demand pulses from events, tourism demand, and social functions. This suggests that, depending on how well they manage both internal capabilities and external demand, MSMEs in hospitality-related industries, which overlap with wedding service providers, can survive and expand (Samad, 2022).

2.4.2 Link between Global Value Chain Theory and Tanzania's Wedding Economy

Gereffi et al. (2021) note that the global value chain (GVC) theory provides a framework for understanding how economic activities are organised across networks of interconnected actors, where value is added at each stage of production, service delivery, and distribution. According to this paradigm, industries are seen as systems of interdependent activities rather than as separate businesses, whose competitiveness and growth potential are determined by resource allocation, coordination, and knowledge transfer (Kano et al., 2020). When GVC theory is applied to Tanzania's wedding industry, it becomes clear how the industry functions as a networked system in which various factors such as event coordinators, caterers, decorators, photographers, fashion designers, and transportation providers contribute unique but connected services that together produce economic value. United Nations Conference on Trade and Development [UNCTAD] (2022) notes that Tanzania's wedding industry connects local MSMEs to a financially active and culturally significant market, generating opportunities for employment, skill development, and revenue generation, much like global value chains in manufacturing or tourism link upstream suppliers to downstream consumers.

Additionally, GVC theory emphasizes how governance, upgrading, and competence building affect how well chain participants operate (Gereffi et al., 2021). According to the notion, businesses can upgrade their products, processes, or functions in order to increase their competitiveness and capture more value. For example, Tanzanian MSMEs engaged in photography, décor, or catering can improve their market position by incorporating complementary services into all-inclusive wedding packages, implementing digital marketing, or raising service quality. Therefore, applying GVC theory to the wedding economy offers a strategic framework for creating interventions like training, financing, and networking programs to support MSMEs' participation and expansion within this culturally and economically significant sector, as well as a conceptual lens to analyze how individual actors create and capture value.

2.3 Conceptual review

The conceptual framework (Figure 1) is firmly rooted in modern value chain and creative industry studies, which emphasizes that coordinated networks of interrelated persons, activities, and institutions, rather than just individual enterprises, generate economic value. According to the United Nations Conference on Trade and Development [UNCTAD, 2022], fashion, events, and creative services are examples of culturally embedded businesses that operate as ecosystems where demand, skills, and collaboration all work together to define firm success. The World Bank (2021) argues that MSMEs can engage in production, service delivery, and the development of experiential value since event-based markets offer recurrent demand and low entry barriers. The framework reflects the current belief that social events serve as economic platforms connecting various creative and service-oriented businesses into a single growth-oriented system by conceptualizing the wedding industry as a value chain that includes pre-wedding, event-day, and post-wedding activities (Richards & King, 2022).

Furthermore, this framework also incorporates new research on MSMEs and entrepreneurship, which emphasizes the mediating function of entrepreneurial competencies and business development services in converting market opportunities into quantifiable growth outcomes. The majority of scholars argue that MSMEs' capacity to scale operations, sustain service quality, and endure market volatility is greatly impacted by their access to capital, managerial expertise, training, digital technologies, and networks (United Nations Industrial Development Organization [UNIDO],

2023). Conversely, the conceptual framework acknowledges that involvement in the wedding value chain by itself does not always result in corporate growth; rather, success is contingent upon firms' internal competencies and external support systems. The model integrates cultural-economic activities with firm-level performance by connecting the wedding value chain (independent variable), mediating capabilities, and MSMEs growth indicators (dependent variable). This theoretically grounded structure informs empirical analysis, directs the literature review, and increases the study's explanatory power.

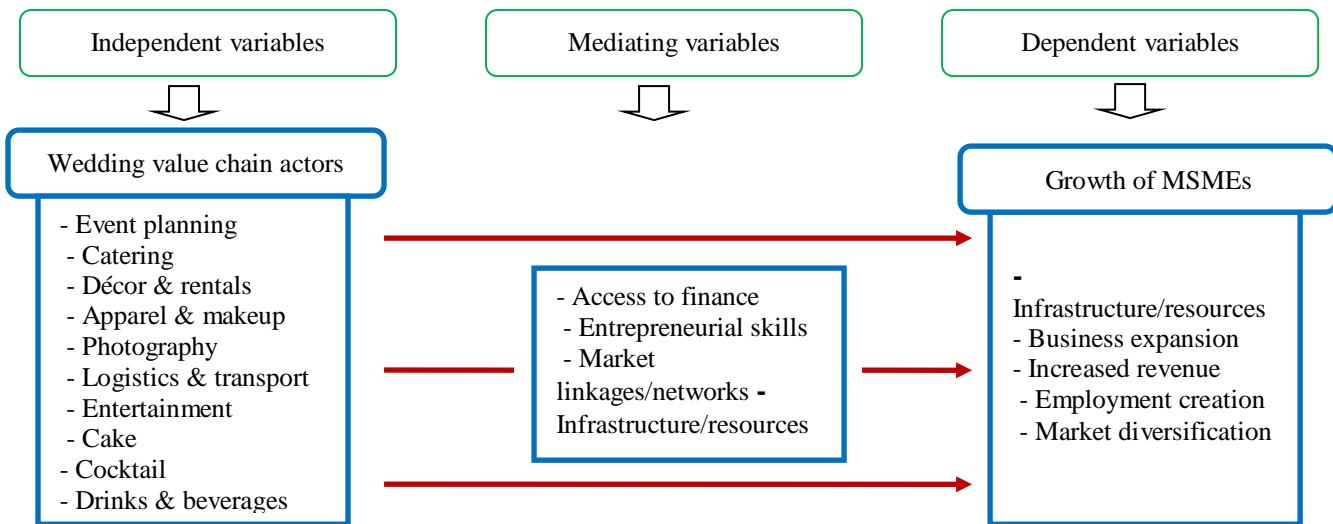


Figure 1
 Conceptual framework for assessing the role of MSMEs in Tanzania
 Source: Author's construct (2025)

III. METHODOLOGY

3.1 Study Area and Rationale for Selection of those Areas

The study was conducted in eight (8) regions of Tanzania, including: Arusha, Dar es Salaam, Dodoma, Kilimanjaro, Mbeya, Morogoro, Mwanza, and Unguja Urban West. These areas were chosen because they are important centers of Tanzania's economy and entrepreneurship, where MSMEs and services associated with the wedding and creative sectors are most prevalent and active. As the nation's largest commercial hub and the main source of employment in the private sector, Dar es Salaam accounts for a sizable portion of formal employment and business establishments, creating a wealth of opportunities for MSMEs providing services related to events and weddings (Daily News, 2025). Arusha and Kilimanjaro are significant economic areas with close ties to the tourism, hospitality, and service sectors, all of which are closely related to wedding value chain activities. They are also home to a variety of innovative MSMEs that cater to both domestic and foreign demand (Mkenda, 2024). The specific economic dynamics of Zanzibar, where tourism and cultural festivities provide extra avenues for MSMEs to participate in weddings and events, are captured by including Unguja Urban West (Makame et al., 2023).

Furthermore, choosing Morogoro, Mwanza, Mbeya, and Dodoma guarantees representation of areas with different economic bases, degrees of urbanization, and firm structures, offering a thorough picture of wedding value chain participation throughout Tanzania's socioeconomic landscape. Dar es Salaam, Mwanza, Mbeya, and Dodoma are among the regions with the greatest number of business establishments in the nation, indicating a thriving MSME activity that can be connected to the demand for cultural and event services (National Bureau of Statistics & Office of the Chief Government Statistician, 2024). Morogoro's economic profile, which is marked by expanding small company activity and agricultural value chains, provides more context for comprehending how local businesses in less urbanized areas use weddings as a business opportunity.

3.2 Regions and MSMEs Selection

In order to ensure that Tanzania's diversified wedding value chain ecology is represented geographically, economically, and socioculturally, the study's regions were purposefully chosen. The selection of regions was based on their economic activity levels, MSMEs' predominance, and their importance as centers of innovative and event-focused services within the country's economy. Utilizing the Tanzania Statistical Business Register (SBR) improves the representativeness of the sampling frame since it shows significant regional variations in the quantity and distribution of business establishments, which is a key indicator of entrepreneurial activity and economic vibrancy (National Bureau



of Statistics [NBS], 2024). To ensure that Zanzibar's distinct MSME environment was included, the study concentrated on areas with a mix of large urban centers (Dar es Salaam and Arusha), mid-size cities (Mwanza and Mbeya), administrative capitals (Dodoma), and economically diverse regions (Morogoro and Kilimanjaro), as well as Unguja Urban West in Zanzibar. This stratification improves the breadth and depth of findings by capturing differences in market demand, service formalization, and creative industry engagement within Tanzania's socioeconomic environment.

To ensure inclusion across enterprise sizes and service categories, MSMEs engaged in the wedding value chain within these chosen regions were found and sampled using a stratified and randomized method. Micro, small, and medium-sized businesses engaged in wedding services, including catering, fashion and beauty services, event planning, photography, décor, and logistics, were proportionately represented thanks to the Statistical Business Register (SBR), which offered a comprehensive framework from which MSME listings could be derived (NBS, 2024). To ensure both diversity and statistical reliability, businesses within each region were stratified by their operational category before being chosen at random to take part in the study. This multi-stage sampling approach is in line with MSME research best practices, which employ stratified random procedures to lessen sample bias and enhance the validity of results when examining diverse company populations.

3.3 Study Design

This study employed a mixed methodology using qualitative and quantitative research design. The approach helps to thoroughly explore the perceptions, experiences, and contextual factors that shape MSMEs' growth within the wedding value chain. The qualitative methods in this study were appropriate due to the business behaviour, social interactions, and entrepreneurial decisions that are embedded in cultural and local environments as supported by Creswell (2014). Similarly, the quantitative methods are important because they allow the researcher to measure the extent to which wedding value chain actors contribute to MSMEs growth in Tanzania. Through numerical data such as revenue, number of clients, employment levels, and business investments this study can identify patterns, compare different actors, and statistically test whether participation in the wedding value chain is associated with increased business performance. This helps to provide objective, evidence-based conclusions about the economic impact of the wedding industry on MSMEs (Creswell, 2014; Saunders et al., 2019; Bryman, 2016).

3.4 Sampling and Sample Size

The target population for this study comprised Micro, Small, and Medium Enterprises (MSMEs) operating within the wedding value chain in Tanzania. In particular, this included business owners and operators providing wedding-related goods and services such as catering and food services, event planning and coordination, décor and event design, bridal and groom attire (tailoring and fashion), photography and videography, beauty and personal care services, entertainment (DJs, bands, MCs), transport and logistics, venue and accommodation services, florists, rental services (tents, chairs, lighting, sound), cake design, and stationery/printing services.

The sampling strategy combines purposive sampling and stratified random sampling, ensuring both depth and representativeness (Table 1). Key informants, such as MSMEs operators, managers, and industry experts, were selected purposively due to their direct involvement in business, aligning with Patton (2015) emphasis on selecting participants who can offer deep, meaningful insights. At the same time, stratified random sampling of MSMEs in Arusha, Kilimanjaro, Dar es Salaam, and Zanzibar ensured that smaller tourism enterprises were included in a proportionate way and representative of the population (Creswell & Poth, 2018).

Table 1
Distribution of MSMEs by Region and Category

S/No.	Region	Category of enterprises			Total
		Micro	Small	Medium	
1	Arusha	5	5	5	15
2	Dar es Salaam	5	5	5	15
	Kilimanjaro	5	5	5	15
4	Morogoro	5	5	5	15
5	Mwanza	5	5	5	15
6	Mbeya	5	5	5	15
7	Dodoma	5	5	5	15
8	Unguja Urban West	5	5	5	15
	GRAND TOTAL	40	40	40	120

This study involved a total of 120 respondents, who were initially purposively selected and subsequently randomly selected from over 5,000 MSMEs across Tanzania (Table 3). According to the National Bureau of Statistics ([NBS], 2024) and Japan International Cooperation Agency ([JICA], 2021), there is an estimated range of 5,000 – 9,000 MSMEs in the wedding value chain in Tanzania. These include the businesses that provide goods and services for weddings, such as: caterers and food suppliers, decor and event design, tailors, fashion designers, and bridal clothing, photographers and videographers, venues and accommodation, event planners, florists, and rental services (tents, chairs, lighting, sound). Other services are beauty and cosmetics, transportation, cake designers, printing and invitations (e-cards), and entertainment (bands, DJs).

The study assesses the role of the wedding value chain actors in the growth of micro, small, and medium enterprises in Tanzania and aims to estimate what proportion of the MSME representatives that would provide useful information at an approximate 95% confidence level. Since no exact data were available on the proportion of MSMEs currently providing services, the author took the worst-case scenario and set $p = 0.5$ (and therefore $q = 1 - 0.5 = 0.5$). Also, this was accepted at a margin of error of $\pm 9.1\%$ and therefore set $d = 0.091$. To determine the minimum sample size, the study applied the following formula:

$$n = \frac{4pq}{d^2}$$

Source: Rose et al. (2015)

According to Rose et al. (2015), “n” represents the required sample size, indicating the minimum number of respondents needed to ensure reliable statistical estimates. The variable “p” denotes the estimated proportion of the population that possesses the characteristic of interest, while “q” is the complement of this proportion, and variable “d” refers to the margin of error or level of precision.

Therefore,

$$n = \frac{4 \times 0.5 \times 0.5}{0.091^2} = 120$$

Therefore, the minimum sample size was 120. This sample size is also supported by Rwegoshora (2014) in his guide on social science research. Data collection was carried out through structured questionnaires, semi-structured interviews, and document analysis. The use of mixed methods for data gathering is grounded in the principle of triangulation, which enhances validity by corroborating evidence from different sources (Creswell & Plano Clark, 2023). Structured questionnaires provide quantifiable measures of frequency and perceived impact, interviews yield nuanced stakeholder perspectives, and document analysis of policy or training reports situates these perceptions within a wider institutional context.

For quantitative analysis, descriptive and inferential statistics, including correlation and regression, were used to explore relationships between MSMEs providing services. Regression analysis, in particular, helped to estimate the degree of influence MSMEs have on business outcomes. Qualitative data from interviews are analysed through thematic content analysis, following a well-established six-phase framework (Braun & Clarke, 2006). This method allowed the author to identify recurring themes, as well as challenges and best practices. Ethical considerations were strictly upheld: participants gave informed consent, confidentiality was maintained, and their participation was voluntary. Reliability was strengthened through pre-testing of the questionnaire, ensuring clarity and consistency, while validity was enhanced via triangulation of survey, interview, and document data (Hossan et al., 2025).

3.5 Ethical Consideration

In order to protect the rights, privacy, and welfare of participants in research involving human subjects, ethical concerns are crucial. Before participating in the study, all participants including MSME owners, service providers, and other players in the wedding value chain must give their informed consent. They must be fully informed of the study's goals, methods, and their right to discontinue participation at any moment without incurring any penalties (Creswell & Poth, 2018). By using codes in place of personal identifiers and safely storing gathered data to prevent unwanted access, confidentiality and anonymity will be rigorously upheld. According to Creswell and Poth (2018), the study is to ensure participants' important business information is handled discreetly and that participation does not result in harm or excessive stress. In accordance with established research methods, ethical permission was obtained from a suitable institutional review board or ethics committee before the start of data collection.



IV. FINDINGS & DISCUSSION

4.1 Findings

4.1.1 Types of Actors in the Wedding Value Chain in Tanzania

According to this study's findings, Tanzania's wedding value chain is made up of a wide range of participants, including caterers, event coordinators, decorators, photographers and videographers, fashion designers, musicians and performers, flowers, transportation companies, and venue owners (Table 2). Together, these players, which range in size from micro and small businesses to medium-sized corporations, contribute to the wedding industry's vitality and economic potential. By taking part in this value chain, MSMEs can increase their revenue, grow their clientele, and gain market recognition, underscoring the sector's importance as a major source of economic activity and entrepreneurial life.

Table 2

Types of Actors in the Wedding Value Chain in Tanzania

Value Chain Segment	Key Actors	Core Roles / Services Provided
Pre-Wedding Planning	Event coordinators, wedding planners, MCs	Concept design, budgeting, scheduling, vendor coordination
Catering & Hospitality	Caterers, beverage suppliers, cake bakers	Food preparation, drinks supply, cake design and service
Décor & Aesthetics	Decorators, florists, lighting specialists	Venue styling, floral arrangements, lighting and theme setup
Fashion & Beauty	Fashion designers, tailors, makeup artists, hair stylists	Bridal and groom attire, traditional wear, beauty services
Media & Documentation	Photographers, videographers, editors	Photography, videography, post-production, live streaming
Entertainment	Musicians, DJs, traditional dancers, performers	Live music, cultural performances, sound management
Logistics & Transport	Transport companies, car rentals, drivers	Guest transport, bridal convoy, equipment logistics
Venues & Infrastructure	Venue owners, hotels, halls, religious institutions	Ceremony and reception spaces, accommodation
Supplies & Rentals	Tent providers, furniture hire companies, equipment rentals	Tents, chairs, tables, PA systems, generators
Cultural & Religious Services	Religious leaders, elders, marriage officers	Ceremonial rites, blessings, legal registration
Post-Wedding Services	Honeymoon operators, cleaners, gift vendors	Honeymoon packages, cleanup services, souvenirs
Support & Informal Actors	Casual laborers, family members, local artisans	Setup, coordination support, handmade items

The results also show that these actors' interactions provide synergistic benefits that boost company growth. For example, when caterers, decorators, and event planners work together, entire wedding packages are frequently produced, which raises client satisfaction and service demand. The study does, however, also point out obstacles that limit these actors' efficacy, such as restricted access to funding, insufficient assistance with training and company development, and issues in implementing contemporary technologies or marketing tactics. Notwithstanding these obstacles, the wedding value chain shows great promise as a catalyst for MSMEs' expansion, especially when participants take advantage of networks, expertise, and strategic alliances to optimise opportunities within the industry.

4.1.2 MSMEs Categorisation of Wedding Value Chain Actors in Tanzania

The wedding value chain in Tanzania consists of a diverse range of MSMEs that participate in different stages of wedding preparation and execution. These enterprises vary in size, capacity, and level of formality, but together they create a dynamic ecosystem that supports the broader wedding industry. One major category includes businesses involved in bridal and groom attire, such as individual tailors, home-based dressmakers, and local accessory makers who typically operate as micro enterprises. Small bridal shops and suit rental outlets fall under small enterprises, while established fashion houses that design and produce wedding garments represent medium-sized enterprises.

Another important group of MSMEs include firms that provide catering, food, and beverage services. Micro-level actors in this segment include home-based caterers, small-scale cooks, and local bakers who supply cakes and snacks. Small enterprises typically operate as registered catering companies capable of serving mid-sized wedding events, while medium enterprises consist of large catering firms and food production companies that provide full-service



wedding packages. Similarly, the décor, venue, and event setup category consist of micro décor teams, small tent and chair rental operators, and small florists. Larger décor companies and event production firms managing big venues or offering sophisticated décor packages represent the small and medium categories, respectively.

Photography, videography, and media services also form a significant part of the wedding value chain. Freelance photographers and videographers with basic equipment often operate as micro enterprises, while small photography studios offering wedding packages fall into the small enterprise group. Medium-sized enterprises in this segment include well-established media production firms with advanced equipment and larger teams. Likewise, the entertainment segment consists of individual Disc Jockey (DJ), Master Ceremonies (MCs), and traditional dancers who act as micro enterprises, small entertainment bands that fit into the small enterprise category, and larger professional entertainment agencies classified as medium enterprises.

Additional categories include beauty and personal care services, transport and logistics, stationery and printing, and wedding planning and coordination. Beauty services are provided by freelance makeup artists and hair stylists at the micro level, small beauty salons at the small enterprise level, and full-service beauty centers at the medium level. Transport services range from individual car owners and motorcycle riders (micro) to car hire companies (small) and fleet-based logistics firms (medium). Printing and design for invitations and banners involve small graphic designers or printers as micro actors, printing shops as small enterprises, and larger print service firms as medium enterprises. Wedding planning is carried out by individual planners operating informally, small planning companies with employees, and medium-sized event management firms offering integrated services.

Overall, this categorisation highlights the wide range of MSMEs that contribute to the wedding industry in Tanzania. Understanding these categories helps in identifying the actors involved, analysing their roles, and designing targeted interventions that promote enterprise growth and strengthen the wedding value chain.

Figure 2 shows that catering, food, and beverages account for the largest share of Micro (17.6%), Small (19.0%), and medium (18.2%) enterprises in the wedding value chain across the selected regions in Tanzania, followed by beauty and personal care (Micro 15.7%, Small 15.2%, and medium 15.9%) enterprises, and bridal, groom attire, and fashion services (Micro 13.7%, Small 14.3%, and medium 13.6%). In contrast, stationery and printing represent the smallest segment (Micro 6.9%, Small 6.7%, and medium 6.8%), followed by wedding planning and coordination (Micro 5.9%, Small 6.7%, and medium 9.1%), and entertainment and DJs (Micro 10.8%, Small 7.6%, and medium 6.8%). These findings provide important insights for policymakers and decision-makers in designing targeted interventions to support wedding value chain actors within the tourism sector.

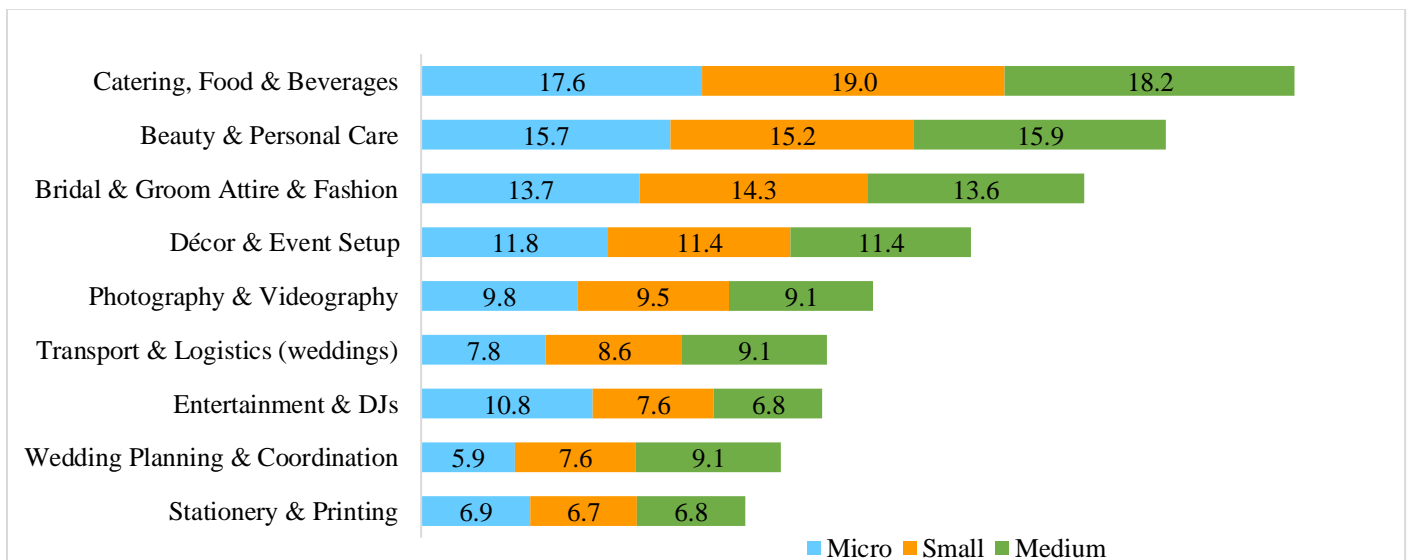


Figure 2
Estimated MSME Counts by Wedding Value Chain Segment in Selected Regions in Tanzania

4.1.3 Contribution of Wedding Value Chain Actors to the Growth of MSMEs in Tanzania

According to Figure 3, the majority (48.3%) of wedding value chain actors reported that their businesses have a very high impact on the MSMEs performance, and 37.5 percent of the operators commented that wedding value chain actors have a strong influence on the MSMEs in Tanzania. The wedding value chain operators provide a variety of services, such as catering, hair beauty, pedicure, event planning, decoration, photography, clothing, entertainment, and transportation, all these generate a substantial revenue in turn support businesses to grow.

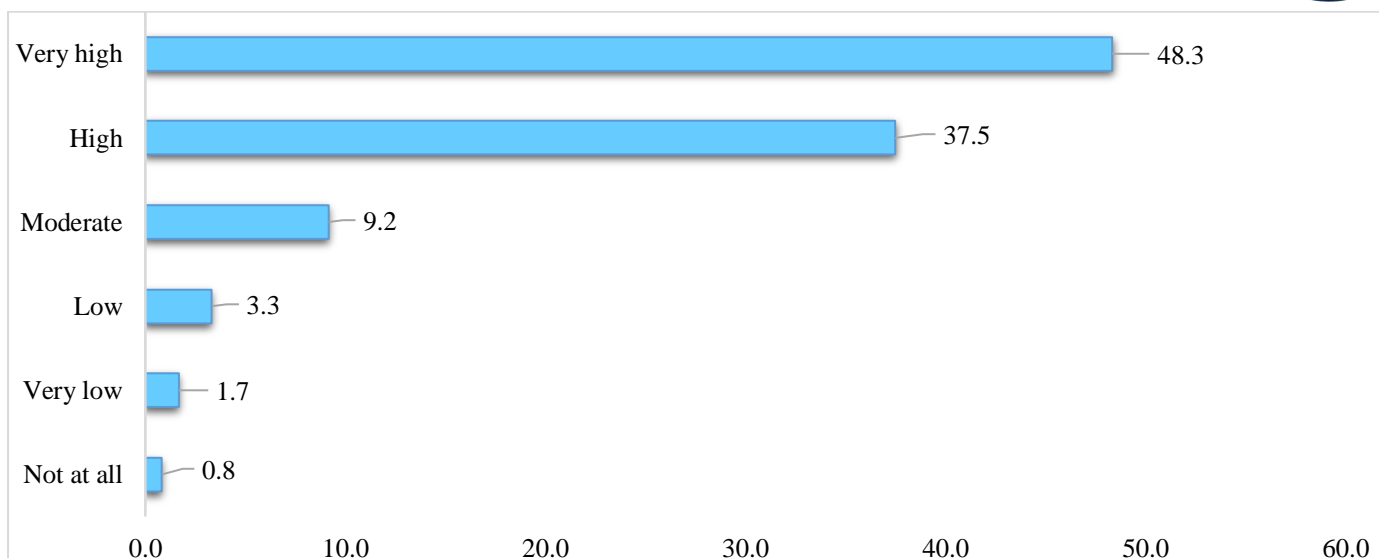


Figure 3
Contribution of Wedding Value Chain Actors to the Growth of MSMEs in Tanzania

“My catering enterprise supplies meals and refreshments for kitchen parties, send-off ceremonies, and wedding events on an almost weekly basis throughout the year. I have operated in this sector for more than a decade. Income generated from the catering business has enabled me to establish complementary ventures, including a tailoring enterprise as well as poultry and dairy farming. These businesses are interlinked and mutually reinforcing, contributing to sustained income diversification and resilience.” (Jeniphar Mwita (not really name), a prominent wedding value-chain actor, Dar es Salaam, 12 December 2025, 10:30 a.m.)

4.1.4 Inadequate Coordination among the Wedding Value Chain Actors

Figure 4 indicates that the majority of respondents (79.2%) stated that there was no coordination, followed by 19.2 percent of those who seemed did not know whether there was coordination or not among the wedding value chain actors in their areas of operation. On the contrary, 1.7 percent of the operators stated that there was low coordination, and none reported on high coordination. It was further discovered that, wedding value chain actors operate in isolation of the other. The actors were competing and considered their peers as rivals. The study further found that the inadequate of coordination was one of the major issues businesses in the wedding value chain face, which limits the industry's ability to spur company expansion. With little communication or cooperation with other service providers including caterers, decorators, photographers, and event planners, many MSMEs run autonomously. This disjointed strategy frequently leads to few commercial opportunities, redundant services, and ineffective service delivery.

“A peer weddings service provider is willing to sub-contract another service provider to offer services at a wedding, for profit maximization. Greedy, and selfishness are the major stumbling block for the growth of businesses. We do not work as one”. (Latifa Omar (not real name), one of the Décor service providers, Dar es Salaam, 28 November 2025, 14:30 p.m.)

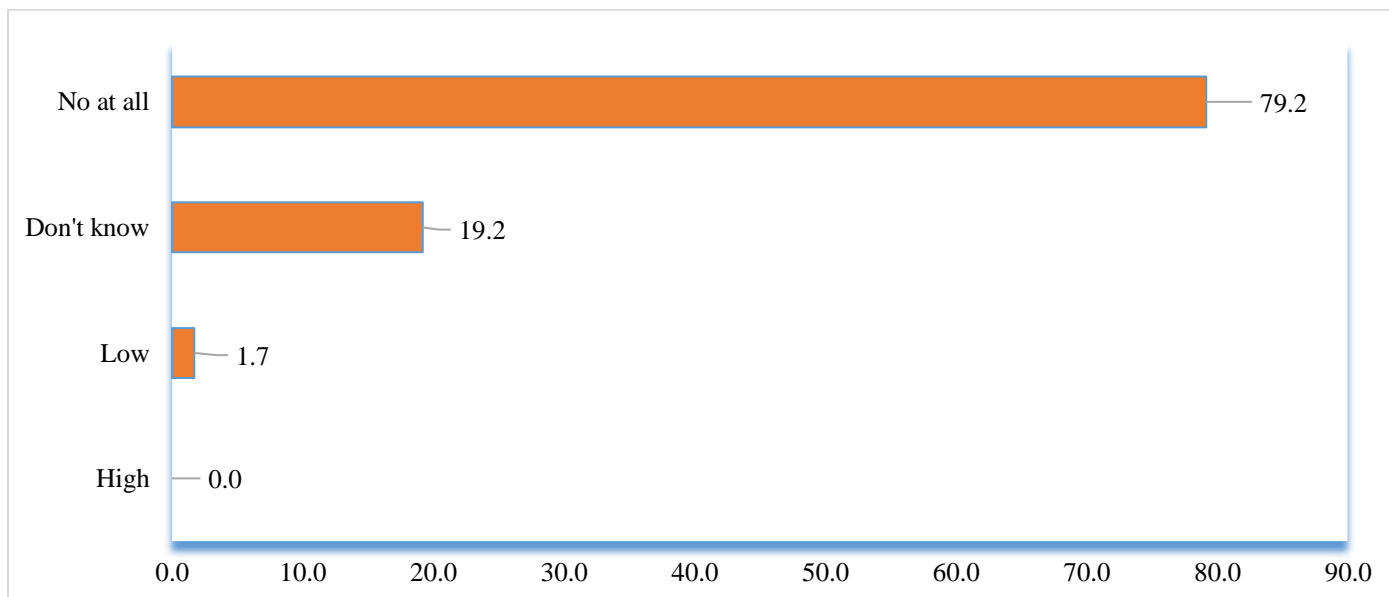


Figure 4
Coordination among the Wedding Value Chain Actors

Similarly, 74.5 percent of the value chain actors stated that the absence of coordination hinders MSMEs' ability to share knowledge and develop their capacities. In the same vein, the majority of the actors noted that there were fewer opportunities to adopt creative service delivery models, access common resources, and learn best practices when they operate independently. The operators also stated that collective bargaining, marketing, and advocacy all of which could improve MSMEs' competitiveness and sustainability were hindered by the lack of official forums or associations for cooperation. Conversely, the actors established that the division amongst themselves were a major obstacle to business growing and long-term growth in an industry where success frequently depends on integrated service packages and customer referrals.

4.1.5 Inadequate Social Capital and Networks among Wedding Value Chain Actors

This study refers to social capital as a network or web of connections and the standards of cooperation, reciprocity, and trust that support coordinated activity, which is essential to group performance in wedding value chains. Accordingly, this research discovered that when value chain actors lack strong relational ties, trust, and shared norms, information flows become fragmented, collaboration stalls, and opportunities for joint action diminish. It was observed that, in Tanzania's wedding industry, this manifests as service providers working independently rather than as part of cooperative networks that could pool resources, share market intelligence, and coordinate service packages. Interestingly, the survey revealed that, without these social ties, actors incur higher transaction costs, reduced access to collective bargaining power, and limited referral networks, all of which hinder growth and competitive advantage.

Moreover, it was established that the value chain actors, which embrace social capital with solid networks of connections that include peers, suppliers, professional associations, service providers, and community groups, are better positioned to exchange information, access external expertise, and mobilise collective action. Such networks allow actors to share knowledge about market trends, co-create integrated service offerings, and respond more quickly to client demands, enhancing overall value chain coordination. On the contrary, when networks are weak or absent, MSMEs face barriers to cooperation and knowledge sharing that are essential for coordinated service delivery and joint marketing efforts. Thus, the inadequate coordination observed among wedding service providers in Tanzania not only reflects individual competitive behavior but also points to a broader deficit in social capital and networking structures that facilitate mutual support and strategic collaboration.

4.1.6 Limited Capital among the Wedding Value Chain Actors

Figure 5 indicates that insufficient financing is a major issue limiting the expansion of MSMEs in Tanzania's wedding value chain. Many micro and small businesses, such as caterers, decorators, photographers, and event planners, have limited funding, which limits their capacity to grow, make investments in cutting-edge machinery, or provide services that are competitive. For example, photographers and videographers might not have access to sophisticated cameras and editing tools, while decorators might not be able to buy premium materials or props. Due to this financial constraint, MSMEs are frequently unable to participate in larger-scale events or satisfy the increasing needs of their clients, which limits their ability to generate income and grow their businesses over the long run.



“The provision of services to meetings and events, especially weddings are highly profitable businesses. The biggest obstacles for the majority of the beginners like me, is the insufficient operating capital. During the peak season in June through October, we often get businesses and fail to meet their demand to insufficient capital. Unfortunately, securing a loan from banks is almost impossible due to their conditions”. (Levina Mwita (not real name), a wedding service provider, Mwanza, 12 November 2025, 13:15p.m).

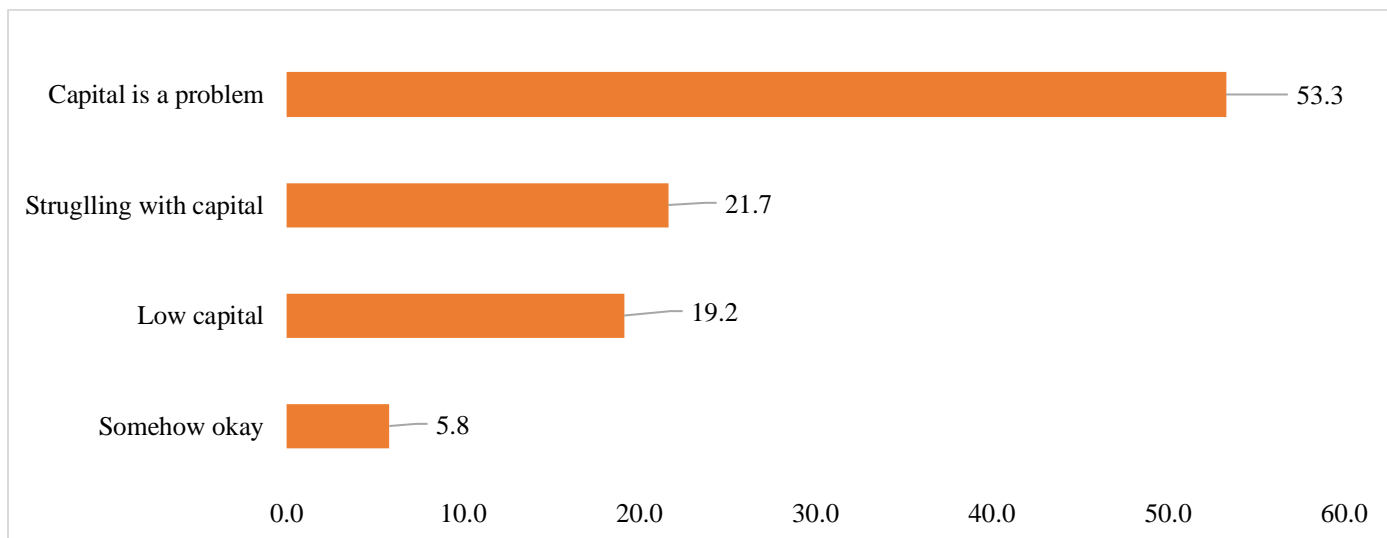


Figure 5
Operating Capital among the Wedding Value Chain Actors

According to Figure 5, 53.3 percent of the wedding value chain actors stated that capital was a major constraint in their businesses, followed by 21.7 percent of the actors who noted that they were struggling with capital in their endeavours, and 19.2 percent of the businesses demonstrated that there were operating with minimal capital. Only 5.8 percent of the actors stated they were somehow fine in terms of operating capital. The findings show that the majority of business owners rely on high-interest loans or personal savings, which restricts their ability to grow and puts them at risk financially. The value chain actors further argued that the due to the lack of collateral, lack of awareness about funding options, and restricted access to formal financial institutions all contribute to the issue, which keep their businesses small and prevent them from realising the wedding industry's full economic potential.

4.1.7 Limited Training among the Wedding Value Chain Actors

This study establishes that the absence of sufficient training and opportunity for capacity-building presents another major obstacle for MSMEs in Tanzania's wedding value chain. The majority of performers (87.5%), such as event coordinators, caterers, decorators, photographers, and fashion designers, frequently join the industry without receiving professional training in marketing, customer service, company management, or technical skills pertinent to their particular services. Their capacity to provide top-notch services, effectively oversee company operations, and adapt to changing market needs is hampered by this skills mismatch. For instance, a caterer may be skilled in the kitchen but have trouble with pricing, budgeting, or customer relationship management, which limits their ability to expand and make money.

“I have been in this business of hair beauty and pedicure for the past 24 years. I had never attended any training. I do not know if there is a college for hair beauty and pedicure in Mbeya. If there were colleges that offer short-term training, maybe for 1-2 weeks, I would go. None of the peers I know has ever attended such training here in Mbeya. Lack of proper knowledge is the main problem in this business”. (Adellaida Mwaseba, a hair beauty and pedicure service provider, Mbeya, 15 December 2025, 16:20 p.m.).

Furthermore, the study argues that the lack of formal training programs limits chances for professional growth, service diversity, and innovation. Wedding value chain operators are less competitive if they are not exposed to contemporary event trends, technical tools, or industry best practices, especially in light of clients' growing demands for innovative, integrated, and expertly performed services. Besides, this survey discovered that inadequate training makes it difficult for MSMEs to implement quality standards, create a professional brand, and use digital marketing, all of which are essential for company growth in a cutthroat urban wedding market. MSMEs in Tanzania's wedding value

chain can improve their skills, productivity, and overall growth prospects by addressing this issue through focused training efforts, workshops, mentorship programs, and partnerships with educational institutions.

4.1.8 Inadequate Coaching and Mentorships among the Wedding Value Chain Actors

This research found that lack of coaching and mentorship opportunities was a major barrier for MSMEs in Tanzania's wedding value chain. Event planners, decorators, caterers, photographers, and fashion designers were just a few examples of micro businesses that run on their own without the assistance of seasoned business owners or industry specialists. Their capacity to handle difficult business problems, implement best practices, and create strategic growth plans was hampered by the lack of mentorship. The long-term viability and competitiveness of wedding value chain participants may be hampered by difficulties with financial management, client relationship management, service innovation, and scaling operations in the absence of mentorship.

Moreover, it was observed that the absence of formal coaching programs limits opportunities for networking, exposure to market trends, and knowledge transfer. MSMEs may overlook crucial tactics for marketing, business growth, and cooperation with other value chain participants if they are unable to learn from more seasoned professionals. In a cutthroat market for wedding services, mentoring may give entrepreneurs, especially women and youth-led companies, practical insights, problem-solving abilities, and the courage to innovate and take measured risks. Consequently, formal coaching, mentorship programs, and peer-learning networks could greatly improve Tanzanian wedding value chain MSMEs' capacity, resilience, and growth prospects while also promoting a more organised and professionalised industry.

4.1.9 Relationship between Findings and Conceptual Framework

The conceptual framework, which views the wedding value chain as an independent variable driving the expansion of MSMEs through business development services and entrepreneurial competencies, is well supported by the research's findings. The findings demonstrate that MSMEs' revenue generation, client base growth, and market exposure are greatly increased when they actively participate in the wedding value chain through services including catering, event planning, fashion, décor, and media. This supports the framework's assertion that value chain participation offers a platform for skill development in addition to market opportunities. For instance, photographers and fashion designers used customer recommendations to grow their service networks, while caterers and event planners reported consistently making money from recurring weddings and related events. According to theories of enterprise development and value chain integration, the wedding industry operates as a commercially viable ecosystem, as demonstrated by these findings, which show a direct correlation between value chain participation and MSME performance (Gereffi et al., 2021).

Additionally, the study shows that the conceptual framework's mediating factors, such as mentorship, training, and financial access, are critical in influencing the rate of MSME growth. Inadequate training, insufficient funding, and poor coordination were identified as major obstacles that lessen the potential advantages of wedding value chain involvement. This result validates the framework's claim, supported by Sang et al. (2024), which although the value chain offers opportunities, MSMEs' capacity to take advantage of them depends on their competencies and access to business development services. Furthermore, the framework's portrayal of inter-firm cooperation is mirrored in the synergistic advantages that are shown when actors coordinate services, like combined décor and catering packages, which improve client satisfaction and service quality. The findings highlight the predictive potential of the framework in connecting structural, relational, and capacity-related aspects to enterprise outcomes. On the other hand, the absence of formal networks and collaboration highlights how gaps in mediation can limit MSMEs' success.

V. CONCLUSION & RECOMMENDATIONS

5.1 Conclusion

This study concludes that the wedding value chain plays a significant and multifaceted role in driving MSMEs growth by providing sustained market demand, income-generation opportunities, employment creation, and pathways for enterprise diversification. The results show that MSMEs can improve company performance and resilience, especially in urban and peri-urban environments, by engaging in wedding-related activities such as catering, event planning, décor, fashion, photography, beauty services, entertainment, and logistics. The study does, however, also show that the degree of coordination and social capital among value chain participants, professional training, mentorship, and access to capital all significantly influence the size of this contribution. MSMEs' capacity to fully take advantage of wedding-related opportunities is limited in areas with inadequate networks, coordination, and business development support. As a result, the study confirms that although the wedding value chain is a major factor in the expansion of MSMEs in Tanzania, its full potential can only be achieved through increased institutional support, better inter-firm cooperation, and focused capacity-building initiatives that boost business sustainability and competitiveness.

Furthermore, the study demonstrates that Tanzania's MSMEs have a lot of room to expand and flourish within the wedding value chain. Engaging in wedding-related activities, such as catering, event planning, decorating, clothing, photography, and entertainment, gives MSMEs access to a stable and culturally ingrained market that can improve income generation, job creation, and market expansion. The study also highlights that these businesses' ability to grow depends on their entrepreneurial skills and access to business development services, including funding, market connections, and training. These capacities' mediating role emphasises how crucial it is to combine market possibilities with sufficient resources, talents, and strategic business practices in order to achieve sustained growth within the industry.

Likewise, by demonstrating how culturally significant social occasions like weddings can act as catalysts for entrepreneurship and economic empowerment, the study adds to the larger conversation on MSMEs development. Due to the large number of women-owned and youth-led businesses that provide wedding-related services, it also highlights the gendered aspect of the wedding value chain and the sector's potential to foster inclusive economic growth. The results indicate that specific support interventions, like market facilitation, training programs, and financial access, can greatly improve MSMEs' capacity to efficiently utilise the wedding value chain. Therefore, the wedding industry should be viewed by policymakers, development professionals, and organisations that encourage entrepreneurship as a strategic means of promoting MSMEs expansion, job creation, and socioeconomic development in Tanzania.

5.2 Recommendations

Based on the study's findings, specific and doable recommendations are put forth for important players in Tanzania's tourism, creative economy, and MSMEs development, with a focus on strengthening the wedding value chain and its role in business expansion. *Ministry of Industry and Trade (MIT)*: In order to incorporate the wedding economy into national MSME and industrial development objectives, the Ministry of Industry and Trade should publicly acknowledge it as a strategic subsector within the creative and cultural industries. This entails creating customized policy tools, including streamlined business registration processes, tax breaks for innovative MSMEs, and cluster-based development initiatives that promote cooperation across the wedding value chain participants. In addition to improving access to markets and financing, the establishment of regional wedding and events business hubs would increase coordination and foster collective branding.

Ministry of Culture, Arts, and Sports (MCAS): In order to professionalize wedding-related creative services, such as fashion, décor, photography, music, and performing arts, the Ministry of Culture, Arts, and Sports should create sector-specific rules and capacity-building initiatives. The ministry can improve service quality, preserve cultural heritage, and boost competitiveness in both domestic and foreign markets by endorsing certification programs and national standards for innovative wedding services. Additionally, as part of Tanzania's cultural tourism offerings, MCAS ought to highlight cultural marriages.

Ministry of Education, Science, and Technology (MoEST) and Vocational Education and Training Authority (VETA): MoEST and VETA ought to implement competency-based training programs designed specifically for the wedding and events sector. These programs should encompass topics including customer relations, digital marketing, event management, hospitality service coordination, and creative design. With an emphasis on practical skills, entrepreneurship, and business management for MSMEs, these programs ought to be incorporated into the Technical and Vocational Education and Training (TVET) curriculum and brief professional courses.

Local Government Authorities (LGAs): To improve social capital, trust, and cooperation among MSMEs, LGAs should encourage the establishment and growth of regional wedding and events associations. This can be accomplished by organizing frequent networking events, trade shows, and regional exhibitions where service providers can present their products and form alliances. For creative and event-related businesses to function lawfully and responsibly, LGAs should also allot specific areas and permissions.

Non-Governmental Organisations (NGOs) and Development Partners: For MSMEs in the wedding value chain, NGOs and development partners should create focused enterprise development programs that emphasize digital skills, financing access, and mentoring. Women and youth-owned businesses should receive particular attention because they make up a sizable share of creative service providers. In addition to strengthening social networks, encouraging cooperative models and group savings plans can also lessen financial limitations.

Financial Institutions and Microfinance Providers: Because the wedding industry is seasonal, banks and microfinance organizations should create specialized financial solutions such as asset-based financing, flexible loans, and mobile-enabled savings plans. MSMEs' ability to manage cash flow and make investments in company expansion will be further enhanced by financial literacy training provided in collaboration with NGOs and educational institutions.

Declaration of Interest

The authors declare that they do not have any known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.



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