

Issues and Effectiveness of Matrimonial Websites in Mate Selection

Shraddha A Kamble* Dr. Ritu Bhatia**

* M.Sc. Student, Department of Human Development, S. N. D. T Women's University, Mumbai

** Assistant professor, Department of Human Development, Smt. P. N. Doshi Women's College, (Affiliated to S.N.D.T Women's University, Mumbai) Ghatkoper, Mumbai.

Abstract: *Selection of ideal spouse is the most crucial decision in the life of most people. The present study was conducted to measure the issues and effectiveness of matrimonial websites in mate selection. Participants selected for the study were 120 young adults; age ranges from 22-30 years. Purposive sampling was used to select respondents to collect data. Data was collected from working and non-working adults who use matrimonial websites. Data was collected from central parts of Mumbai city. The tool used was self-structured questionnaire. This study concludes that there is significant difference in the perception of young adults in terms of trust and privacy in relation to gender, educational qualification and working status. Significant difference was also found in the preferences in mate selection in relation to gender. Females give more importance than males to the all the five components of preferences i.e. physical attraction, personality, cultural background, family background and financial background.*

Keywords: Issues, Effectiveness, Matrimonial website, Mate selection

Introduction

Since ages marriage in India is regarded as one of the most significant rituals and is a familial and societal expectation for people. Marriage brings stability and it binds us together. It makes our families stronger. Since century's marriages in India are materialized with the help of parents, extended family, priests and mostly parents' wishes are considered final and are being accepted by the marriageable adults. However, increasingly, the youth of India as well as other traditional nations have shown a shift towards love marriages or inclination to select their own partners. Matrimonial websites have contributed a lot towards working towards the modern hybridized concept of 'arranged love marriage,' which provides an optimum blend of arranged marriage as well as love marriage. The matrimonial website defines the notions of the modern version of arranged marriage in a way that a matrimonial profile is created and the website is used to encourage negotiations in marriage. From the time a user signs in to take the services of a matrimonial website, they are motivated to provide information.

The main purpose of these matrimonial services is to facilitate matchmaking business by applying the information in the field. It helps the user by providing profiles of perspective Bride or Groom and other information regarding them. Users can access matrimonial websites and get information at their convenience. This application also provides a search utility which helps those users who have a certain criterion of qualities in mind to make online matrimonial easier. One area where matrimonial websites have worked is against the traditional cultural issue of non-acceptance for dating. Many parents however, in modern Indian urban cities allow their sons or daughters to meet regularly to eligible partners selected and understand each other. Matrimonial websites have resulted in considerable time and resource savings when it comes to bride and groom hunting. Since internet is a pivot for modern business, the matrimonial services which are based on internet paves a path for modernization in matrimonial search. Apart from all the advantages of matrimonial websites there are certain risk involved for the users like meeting unknown people online, financial abuse, fraud, sexual abuse, harassment and the risk of life in some cases. Matrimonial sites have become the hunting ground for cyber criminals in recent times. People who use such sites may be frivolous and may lack seriousness and some provide false information. Some fake profiles are created by individuals who don't have any intention for marriage but to have some fun they create profile and may use that site for online dating. This happens mostly with free, non-monitored matrimonial websites, as the registration is free. However, with a paid or reputed website such misuse can be restrained.

Methodology:

The research design used in this study was exploratory design. The main purpose of this research is to study the perception of young adults regarding the use of matrimonial website in selection of mate and to find out problem faced by them. The population of the study consisted of unmarried young adults from various localities of Central area of Mumbai city. Respondents for this study were selected by purposive sampling technique. Sample of this study consisted of total one hundred and twenty (120) respondents.

Instrument used for the data collection was self – constructed questionnaire. The questionnaire consisted of 3 sections: section A, B & C. Likert type scale was used. Cronbach alpha test was used to find out the reliability of the various sub scales.

The research objectives of the study states that:

- To study the perception of young adults regarding the use and issues related to matrimonial websites in mate selection.
- To study the preferences of young adults for prospective mates.

Results:

Table 1: Item wise percentage distribution for perception of young adults regarding the use of matrimonial website.

	Items	Percentage
1.	Authenticity of profiles is questionable	96.33%
2.	Many fake profiles are registered	88.33%
3.	Matrimonial websites are risky, if privacy is not maintained	86.66%
4.	The cost of registration is high, if one has to access full features	83.33%
5.	Difficult to check family history and genetic	81.66%
6.	Matrimonial website gives wide scope to find mate.	80.83%
7.	Scammers collect personal details.	79.16%
8.	Financial abuse	78.33%
9.	Young adults get space and freedom to select partner	78.33%
10.	Profile picture of people are different from real person	74.16%
11.	Risk of physical and sexual abuse	65.83%
12.	Traditional families still stay away from matrimonial websites	62.5%

Majority of young adults believe that authenticity of profile is questionable i.e. they cannot completely trust on matrimonial sites and have apprehensions that their profiles will be misused. On the other side 80% youngsters believe that matrimonial website gives wider scope to find mate and feel that they get space and freedom to select partner. Rest of the young adults still believe that many fake profiles are registered, cost of registration is high to have full access of services provided by matrimonial website, scammers can collect information and also there is a risk of financial, physical and sexual abuse.

Table 2: Item wise percentage for most preferred traits in mate selection

	Items	Percentage
1.	Good personal hygiene habits	99%
2.	Respects life partner	93%
3.	Good listener	90%
4.	Understand others feelings	90%
5.	Emotionally stable	86%
6.	Gives freedom and personal space	85%
7.	Financially established	80%
8.	Highly career oriented	76%
9.	Sociable	76%
10.	Like and desire to have children	75%
11.	Good heredity traits	70%
12.	Follows trendy fashion & looks smart	61.1%
13.	Prefer to live in nuclear family	60%
14.	Believes in healthy sexual relationship	60%
15.	Like to spend money and is not financially restrained	59%
16.	Balanced religiosity	58%

High majority of young adults prefer partner who possess good personal hygiene habits. After that most preferable choices are - person respects you as a spouse, is good listener, one that understand feelings and also who is emotionally stable, one that gives personal space and freedom, financially stable, career oriented and sociable. The finding also reveals that now days, people like to live in nuclear families or they wish to live separately after marriage. Since sexual problems are on rise this is also reflected in results where people want spouse who like healthy sexual relationship and is balance in religious expression.

Table 3: ANOVA of the perception of young adults regarding the use of matrimonial website in terms of trust in relation to selected variable.

	ANOVA reflecting the perception of young adults regarding the use of matrimonial website in terms of trust in relation to selected variable	Mean	p value
1.	Gender Male female	69.57 76.55	.000
2.	Educational qualification H.S.C Graduate Post graduate	84.23 71.42 72.43	.000
3.	Working status Working Non-working	70.54 77.27	.003

p value < 0.05 – Significant, p value > 0.05 – N on significant

The female members of matrimonial sites are found to trust more than the males, it is considered that the females are emotionally vulnerable when it comes to select partner and, in some cases, the females who are anxious for matrimony the trust issues may lead to painful experience in partner search. Further, people who are less educated and are non-working seem to trust more, may be due to less knowledge and inexperience in terms of outside home dealing.

Table 4: ANOVA of the perception of young adults regarding the use of matrimonial website in terms of privacy in relation to selected variable

	ANOVA reflecting the perception of young adults regarding the use of matrimonial website in terms of privacy in relation to selected variable	Mean	p value
1.	Gender Male Female	75.10 79.61	.011
2.	Educational qualification H.S.C Graduate Post graduate	71.01 75.76 79.22	.038
3.	Working status Working Non-working	80.13 74.36	.021

p value > 0.05

In terms of privacy females are found to be more concerned as they think their private information on matrimonial site is not safe and any person with foul agenda could collect their personal information and misuse them. The working people & highly educated people are more concerned about their privacy due the general awareness regarding the internet frauds and deceptive practices in matrimonial sites.

Table 5: ANOVA of the preferences of young adults in terms of selected variables in relation to gender.

	Variables	ANOVA reflecting the preferences of young adults in relation to gender.	Mean	p value
1.	Physical Attraction	Gender Male Female	65.53 76.50	.003
2.	Personality	Gender Male Female	70.98 86.14	.000
3.	Cultural Background	Gender Male Female	42.93 57.37	.044
4.	Family Background	Gender Male Female	49.43 62.56	.000
5.	Financial Background	Gender Male Female	43.50 53.79	.006

p value < 0.05 – significant, p value > 0.05 – non significant

The females in present time give more importance to all the five factors i.e. physical attraction, personality, cultural background, family background, financial background while selecting marriage partner. Females are found to be more concerned about marriage and are aware about the significance of all pertinent factors which might affect their marriage life in long run.

Conclusion:

The current study data concludes that the significant difference was found in the perception of young adults regarding the use of matrimonial website in terms to trust and privacy in relation to variable-age, educational qualification and working status. It reveals, that the trust and privacy factors have affected the females more than the males. According to educational qualification and working status, it was observed that highly educated and working people find difficult to trust the authenticity of matrimonial websites and are generally conscious while accessing matrimonial profiles.

According to input regarding the qualities in probable partner in terms of all the five components i.e. physical attraction, personality, cultural background, family background and financial background, females were found to

give more importance to such qualities than males. The implication of the data was more similar to the study held in 2011 when Maliki and Agnes Ebi summarized that socioeconomic status significantly influence preferences in marriage partners' selection in terms of personality traits and marriage partner's socioeconomic status. People who share common background and similar social networks are better suited as marriage partners than people who are very different in their background and network. The possibilities of marital satisfaction are greater if people marry within their own socio-economic status. Also, similar data was found in the study "Mate Selection Preference among College Students in Bangalore, Karnataka" held in 2013 with the presumption that relationship is based on traditionalism, value of companionship and common interest. The quality preferred that in future life partner was his/her good behavior, educational background, family status, physical beauty and income are the qualities for which different views were obtained.

Recommendation:

Matrimonial websites give wider scopes to choose mate for oneself still people have to be careful regarding the privacy of their details and personal safety. Though matrimonial websites are time saver and much convenient than visiting the marriage bureau and exploring other methods the people are concerned about privacy & trust issues. Hence, it recommended that while using matrimonial websites one should be aware of the hazards and threats and should cautiously and rationally handle the match making. Since the current research was conducted on limited sample size it is recommended that further research with bigger sample size and with different variables may get a good representation from population of young adults who are seeking partners through matrimonial websites.

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