

# A Study on Assessing the Marital Satisfaction of Relationship through online Matchmaking – An Empirical Evidence

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## Abstract

In the Indian culture, marriage is considered to be very sacred ritual. In the olden days, the match making is happened due to the inter-personal communication system. Majority of the match making will be happened among the known relative, friends, relatives of relatives. However, the current scenario is witnessed for a drastic change in the match making procedure. Due to the raised education levels, availability and busy life styles, furthermore, the intervention of technology caused for the online match making process through matrimonial websites. However, no study is emphasised over the marital satisfaction of the couple who married through the online match making websites. Hence, this study considered it as a research gap. In order to assess the marital satisfaction of the couple, 400 samples are drawn from various cities located in the state of Andhra Pradesh. Convenience sampling is adopted to collect the sample data and Chi-Square statistics are applied to analyse the concerned data.

**Key Words:** Indian Culture, Wedding, Online Match Making, Matrimony Websites, Technology

## 1. Introduction

The popular concept of marriage is that it is a union between a man and a woman. Another concept about marriage is that it is a social sanction of the union and it is accomplished by different rituals and ceremonies. Yet another view about marriage is that it is a system of roles involving primary relationships. Marriage is one of the deepest and most complex human relationships. It is the cornerstone of a society. It involves social sanction, generally in the form of civil or religious ceremony, authorizing two persons of opposite sexes to engage in sexual union.

Marriage is a cycle of human life based on a legal commitment with an emotional bond between two people (men and women) to share physical and emotional intimacy, share responsibilities, and generate income (Ardhianita&Andayani, 2013; Rachmawati&Mastuti, 2013), the fulfillment of developmental duties (Hurlock, 2002), and the formation of a happy household and family (Ardhianita&Andayani, 2013; Rachmawa (Amelia et al., 2018). Every pair must yearn for happiness and pleasure in their relationship (Handayani&Harsanti, 2017; Afdal, et. al. 2019).

### 1.1 Concept of Marital Satisfaction

Every married couple strives for and expects to receive complete satisfaction from their wedding day. Aside from that, it can be defined as a mental state that describes an individual's perception of the advantages and disadvantages of marriage (Bradbury et al., 2000), which is coveted by everyone (Nawaz et al., 2014), and it is determined by a couple that they are capable of feeling the satisfaction of their marriage by meeting each other's physical, economic, emotional, and psychological needs. The degree to which an individual is content

with his or her relationship can be understood as satisfaction in marriage, and it is a powerful determinant of the success or failure of a partnership (Anderson & Emmers-Sommer, 2006).

It is revealed by Azeez (2013) that a subjective appraisal of the overall quality of the marriage can result in a feeling of satisfaction, which manifests itself in the shape of a marriage that meets the needs, hopes, and desires of both partners. The most significant component of marriage satisfaction is love, intimacy, commitment, and passion. Passion is also a good factor in marital satisfaction, as evidenced by studies. If these three factors can be successfully blended, then complete satisfaction at the wedding will be achieved (Carandang&Guda, 2015). As a matter of fact, not all couples are able to find happiness in their marriage (Larasati, 2012), resulting in the establishment of a joyful, quiet, tranquil, and forever family (Rozalinda&Nurhasanah, 2014). After facing difficulties in their marriage, many couples choose to divorce in order to start a new, happier life (Amelia et al., 2018; Afdal and colleagues, 2019). (Harahap& Lestari, 2018).

### **1.2 Recent Trends in Marriage Making**

Marriages in India vary according to the region, the religion, the community (social class) and the personal preferences of the bride and groom along with their family. India being a culturally rich country and a country with traditions, for decades when it comes to prospects for marriages, Indians were solely dependent on contacts within the society, particularly through contacts in their family. Traditionally extended family, friends, marriage brokers and newspaper advertisements helped in finding a potential match for marriage. The selection of matches was governed by factors like caste, sub-caste, economic background, education level, character of an individual, horoscopes, etc.

The adoption of internet, however, revolutionized the matrimony industry giving rise to an entirely new business model of online matrimonial portals. During 1990s the internet penetration was poor in India and even the conservative Indian society was not ready to let go of the traditional arranged marriage process. However, as the internet adoption increased in India, the acceptance of the matrimonial companies increased. Matchmaking companies gained popularity because of their huge database of potential matches and convenient and secured services.

As opposed to other nations, where marriage is mostly a matter of personal preference, India views marriage as a social institution that should be respected. In India, marriage is regarded less as the beginning of a long-term relationship between two individuals and more as the beginning of a long-term relationship between two families. Weddings are typically lengthy affairs that signify the culmination of months or years of discussions between two extended families, which may include all of the relatives and neighbours. Individual preference, choice, or love are rarely the driving forces behind a planned marriage, which is referred to as a "arranged marriage." A family's collective essence, as well as the wider kinship groupings in which the families are nested, is symbolised and confirmed by the institution of marriage.

The arrival of the Internet can have a wide range of consequences for traditional communities and traditions, such as arranged weddings in India, depending on the country. An often-repeated term that summarizes changes in the Indian family throughout the modern era of the Internet's advent is, "From joint family to nuclear family." With the fall in the impact of extended and joint family relationships has come the formation of structural gaps in family networks, making it more difficult for families to locate suitable life mates for their children. This resulted in the establishment of matchmaking agencies and the publication of classified adverts (known as matrimonials) in newspapers.

With the introduction of the Internet, a new channel, in the form of matrimonial Web sites, has developed as an alternative method of finding spouses for members of the family who are eligible for marriage. A normally socially enabled process is transformed when technology, in the shape of matrimonial Web sites, is introduced. This provides the backdrop for an enthralling investigation into shifting social mores as well as the relationship of technology and society. As a result of cultural shifts in Indian society, people are

increasingly likely to utilise matrimonial websites to find life partners for themselves, their family members, friends, and other relations.

## 2. Research Gap

In the Indian culture, marriage is considered to be very sacred ritual. In the olden days, the match making is happened due to the inter-personal communication system. Majority of the match making will be happened among the known relative, friends, relatives of relatives. However, the current scenario is witnessed for a drastic change in the match making procedure. Due to the raised education levels, availability and busy life styles, furthermore, the intervention of technology caused for the online match making process. However, no study is emphasised over the marital satisfaction of the couple who married through the online match making websites. Hence, this study considered it as a research gap.

## 3. Research Methodology

In order to measure the marital satisfaction of the couple who married through the online platforms, the data has been collected from different cities located in the state of Andhra Pradesh. Totally, 400 samples are drawn by using the convenience sampling method. However, the collected data is analysed through Chi-Square statistics. In this methods the researcher measured the marital satisfaction of the couple in consideration of various demographic factors of the couples.

### Data Analysis

The Chi-Square statistic is usually used for testing associations between categorical variables. The null hypothesis of the Chi-Square test is that no relationship exists on the categorical variables in the population i.e. they are independent. Chi-square test was employed to find out whether there are statistically significant relationships among selected demographic variables and the perception towards the study variable Marital Satisfaction.

**Null Hypothesis H<sub>10</sub>:** Demographic variables have no influence on the perception towards Marital Satisfaction to the respondents.

**Alternative Hypothesis H<sub>1a</sub>:** Demographic variables have influence on the on the perception towards Marital Satisfaction to the respondents.

Table - 1 Association between Demographic Variables and the perception towards Marital Satisfaction to the respondents.

Gender	Perception towards Marital Satisfaction					Total	$\chi^2$	P Value
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
Male	167	29	10	-	-	206	11.212	0.004
Female	168	38	-	-	-	206		
<b>Total</b>	<b>335</b>	<b>67</b>	<b>10</b>	<b>-</b>	<b>-</b>	<b>412</b>		
<b>Age</b>								
25-30	55	11	1	-	-	67	2.965	0.004
31-35	142	23	3	-	-	168		
36-40	138	33	6	-	-	177		
<b>Total</b>	<b>335</b>	<b>67</b>	<b>10</b>	<b>-</b>	<b>-</b>	<b>412</b>		
<b>Age During Marriage</b>								
25 – 30	122	18	2	-	-	142	6.420	0.000
31 – 35	195	45	6	-	-	246		
36 – 40	18	4	2	-	-	24		
<b>Total</b>	<b>335</b>	<b>67</b>	<b>10</b>	<b>-</b>	<b>-</b>	<b>412</b>		
<b>Educational Qualification</b>								
School Education	8	-	1	-	-	9		

UG	106	20	2	-	-	<b>128</b>	5.519	0.000
PG	130	29	5	-	-	<b>164</b>		
Professional	91	18	2	-	-	<b>111</b>		
<b>Total</b>	<b>335</b>	<b>67</b>	<b>10</b>	-	-	<b>412</b>		
<b>Occupation</b>								
Government	20	9	-	-	-	29		

#### 4. Discussion and Results

Table - 1 tests the association between demographic variables and the study variable perception of respondents towards Marital Satisfaction.

The null hypothesis states that there is no association between gender and perception of the respondents towards Marital Satisfaction is rejected at 1% level of significance  $\chi^2$  ( $p < 0.01$ , 1) = 11.212. It is proved that there is association between gender and perception of the respondents towards Marital Satisfaction.

The null hypothesis states that there is no association between age and perception of the respondents towards Marital Satisfaction is rejected at 1% level of significance  $\chi^2$  ( $p < 0.01$ , 1) = 2.965. It is proved that there is association between age and average perception of the respondents towards Marital Satisfaction.

The null hypothesis states that there is no association between age during marriage and perception of the respondents towards Marital Satisfaction is rejected at 1% level of significance  $\chi^2$  ( $p < 0.01$ , 1) = 6.420. It is proved that there is association between age during marriage and perception of the respondents towards Marital Satisfaction.

The null hypothesis states that there is no association between educational qualifications and perception of the respondents towards Marital Satisfaction is rejected at 1% level of significance  $\chi^2$  ( $p < 0.01$ , 1) = 5.519. It is proved that there is association between educational qualifications and perception of the respondents towards Marital Satisfaction.

The null hypothesis states that there is no association between occupation and average perception of the respondents towards Marital Satisfaction is accepted at 1% level of significance  $\chi^2$  ( $p > 0.01$ , 1) = 103.053. It is proved that there is no association between occupation and average perception of the respondents towards Marital Satisfaction.

The null hypothesis states that there is no association between family monthly income and perception of the respondents towards Marital Satisfaction is rejected at 1% level of significance  $\chi^2$  ( $p > 0.01$ , 1) = 9.228. It is proved that there is no association between family monthly income and perception of the respondents towards Marital Satisfaction.

The null hypothesis states that there is no association between religion and perception of the respondents towards Marital Satisfaction is accepted at 1% level of significance  $\chi^2$  ( $p > 0.01$ , 1) = 5.060. It is proved that there is no association between religion and perception of the respondents towards Marital Satisfaction.

#### Conclusion

Based on the data analysis it is observed that the major chunk of the respondents is happy with their marital relations who married through the online matrimonial websites. Even when compared with the traditional of matching, the concerned online matching couple also feels happy.

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