

The Nuptial Preference Change for the Men Belonging to Poor Sex Ratio Regions? A Content Analysis Approach based on Matrimonial Advertisements

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Abstract

The sex ratio in India has been worsening over the last few years which has been trailed by several social problems. Due to distorted sex ratio over the years the current situation of female deficit has severely grieved north-western states of India. Among which the states of Punjab and Haryana are the worst affected. The one of the foremost problem the states are facing is of Male Marriage Squeeze i.e. unavailability of enough number of brides for the men. This marriage squeeze problem has been dealt with several solutions like late marriage, rise in celibacy, polyandry, buying brides from other regions etc. Becker's theory of marriage states that each person tries to find the best mate, subject to the restrictions imposed by market conditions. In the present scenario the restriction imposed over these men is unavailability of brides. Thus, in this paper employing quantitative content analysis we assessed that how the preferences in finding the best mate changed during the time period of 15 years (2000-2015) using matrimonial advertisements from two different points of time. Some of the major results indicate that there is reduction in the demands for physical attractiveness of women from the grooms from 2000 to 2015. The rigidness of caste preference has also declined over the time. With regard to financial status, overwhelming statistical evidence appeared in support of hypothesized relationships. More men are mentioning their financial supremacy than the ads by men in 2000. It is clear from the results that men are compromising on the characteristics of their potential bride and also trying to present themselves well enough in terms of economic status and appearances to attract the potential bride.

Introduction

According to the 2011 Census, there are nearly 37.3 million missing women. This acute demographic scenario is expected to have far-reaching social consequences and much likely to have adverse consequences of highly masculine populations remaining celibate (Larsen & Kaur, 2013a). The sex ratio in India has been worsening over the last few years. Further, the distribution of sex ratio is not homogeneous throughout the country. The situation of imbalanced sex ratio is totally different in northern and southern states of India. The worst affected states in terms of sex ratios are Punjab and Haryana. Although Haryana showed little signs of improvement, on the other hand sex ratio in Punjab showed a stiff decline. An analysis of census data 1991, 2001 and 2011 reveals marginal improvement in overall sex ratio of India from 927 to 940. But the child sex ratio has been declining over the time. In 1991 the child sex ratio was 945 which dropped down to 927 in 2001 and further to 914 in 2011 which is rather alarming. In a recent study by Prabhat Jha & others, the authors reported steep increase in the sex selective abortion of girl child. For every 1 % decline in child sex ratio at ages 0-6 years implied 1.2-3.6 million more sex selective abortions (Jha et al., 2011). These figures are enough to vision the masculinization of the society and the future of fewer women in comparison to men. Coale estimated 29 million missing women in China, 23 million in India, and an overall total of 60 million for selected countries (Coale, 1991). Amartya Sen translated skewed sex ratios into absolute numbers by calculating the number of extra women who would have been alive (say in China or India) if these countries had the same ratio of women to men as in areas of the world in which they purportedly receive similar care. Sen estimated that more than 100 million women were "missing", presumably from inequality and neglect leading to excess female mortality (Sen, 1990; Klasen & Wink, 2003). As per Guilmoto's calculation, even if SRB remain constant to the normal level of 106 over the next few years the female deficit in the marriageable ages will remain 25 million by 2030, and it will have a huge impact in the North West areas, due to prevailing and current high level of sex ratios (Guilmoto, 2007). due to fewer women available at the marriageable ages, there is an inevitable marriage squeeze for men. Kaur has mentioned in her paper that estimates of current and future marriage squeeze will leave large number of males in India and china unmarried. She also mentioned that marriage squeeze is going to be worse for states with a history of skewed sex ratios (Kaur, 2013). The bride shortage in both these countries will bring a severe marriage crisis in terms of marriage

patterns. The deteriorating juvenile sex ratio has further aggravated the social status of marriageable women in Punjab resulting into an alteration in long-established set up of marriage patterns. Skewed sex ratio changes the dynamics of the marriage market (Lafortune, 2013). Thus it warrants an investigation to understand the signs of change due to changed marriage market. Marriage, as a universal institution maintains the population equilibrium in the society. A minute deviation in this balance is likely to disturb the entire one generation. In particular, given the scenario of skewed sex ratio in Punjab and Haryana, the ways in which the bride shortage is addressed warrants investigation. In Indian scenario where marriage is almost universal and unmarried persons lack status and respect in the society, there will be inevitable changes in the marriage patterns, practices and the prevailing norms. Men will tend to look out for newer ways of bride search, including trafficking of women. There will be an increase in cross cultural marriages, overshadowing the realms of distance, culture, caste. In purview of marriage squeeze, many existing norms are ought to change.

The decline in the influence of extended and joint family ties has resulted into structural holes into family networks, making it difficult to find the suitable life partners for their children. This led to emergence of matchmaking services and classified advertisements (referred as matrimonial) in newspapers. The familial role of searching for prospective partners is increasingly being shared with the mass media. The newspaper now plays the role of a surrogate marriage broker. Newspapers have separate, systematically organized sections on matrimonial (in terms of alphabetically sequenced categories according to profession or caste). Matrimonial advertisements aim at providing maximum possible, meaningful information in minimum space available. They are considered as a good strategy for marriage partner selection, as they provide wider choice and cater to specific personal needs (Shukla & Kapadia, 2007).

Much of the academic exploration in these areas until now has been from china (Barber, 2011; Edlund, Li, Yi, & Zhang, 2013), which has a much larger male surplus; the literature on India is comparatively sparse with many of the consequences still to be explored. A few work on adverse sex ratio has been done on cause, pattern and identification but lesser on the consequences of skewed sex ratio. Some of the issues that need to be discussed and be explored in particular are: Marriage squeeze among men from different social-demographic background; Effect of the marriage squeeze on marriage patterns and practices; Effect on marriage payments (dowry and bride price); Surplus males, crime and violence against women; Effect on women's status and gender equity prospects.

Whenever human society faces structural barriers in achieving a goal, they resort to adopt strategies that become the action of the families. Certain strategies become more widely accepted, and if strengthened by other factors, may become new norms, signaling change at the societal level. When brides are wanted many strategies are employed to gain them. Some of the prominent strategies that expand the pool of brides is by relaxing the gotra exogamy; finding brides from other regions, which may violate caste endogamy norms and involve forgoing dowry; fraternal polyandry or the bride sharing by several brothers (Larsen & Kaur, 2013b). Thus, matrimonial advertisements and online matrimonial sites will be a great use for people or families from the states of low sex ratios who find difficulties in finding bridegrooms from their own state. The investigation is informed by the theory of social construction of technology where the central demise is that the technology as designed, provides the users with a range of possibilities. So it can be a great means to reach out to the range of brides from other states of India with an ease of technology in a single click of mouse. Thus this paper aims to study the use of matrimonial sites by grooms from the state of Punjab, when there is shortage of females in their own state. However, the limitation will be that most of the people who resort to these strategies are urban, educated and wealthy (Shukla & Kapadia, 2007).

Becker's Marriage Theory

Becker's argued that marriage is no exception and can be successfully analysed within the framework provided by modern economics. He discussed two simple principles which form the heart of the analysis. The first is that, since marriage is practically always voluntary, either by the persons marrying or their parents, the theory of preferences can be readily applied, and persons marrying (or their parents) can be assumed to expect to raise their utility level above what it would be were they to remain single. The second is that, since many men and women compete as they seek mates, a market in marriages can be presumed to exist. Each person tries to find the best mate, subject to the restrictions imposed by market conditions (Becker, 1974). In our paper the restriction we consider is

the shortage of females due to poor sex ratio in the regions of Punjab and Haryana. We also would like to assess the compromise men are willing to do in terms of preferences for brides during the last 15 year duration.

Literature

Gist (1953) describes and analyzes matrimonial ads from four leading English newspapers 'The Times of India', 'Hindustan times', 'The Daily Mail', and 'The Hindu' published from different regions in India. Among those four newspapers, he found at that time Hindustan Times carried largest number of matrimonial ads. He found that most of the ads were by the caste groups Agarwal and Khatri (kind of Punjabi) followed by Brahmin and Arora. Among male only one-fourth advertisers said that caste do not matter to them. Whereas women were more conservative and only one-eighth of them were ready to marry exogamous. He also found that the age of advertisers was mostly above than the prevailing average age of marriage in the society. Regarding education many of the advertisers were representatives of the educated classes holding some level of degrees and well educated. Most of the advertisers stated their families in a favorable social position. Regarding physical attractiveness, among the male advertiser's feminine pulchritude was of great importance. It should be noted that a girl's beauty is an asset which may compensate for part or all of the dowry her family is expected to pay. An overwhelming majority of the male advertisers mentioned them as bachelors, and only few were widowers. There were male advertisers who were willing to accept even a widow (Gist, 1953).

Anand (1965) attempted an analysis of advertisements inviting correspondence for the purpose of matrimony. He assumed that some persons resort to placing advertisements in newspaper as a deviance from the tradition and thus his paper seek to find out if there really was a deviance from the traditional factors considered relevant in the selection of spouses and if so, the extent to which it is true. He analyzed a total of 1000 advertisements, out of which 500 from male and 500 females, from the two daily English newspapers "The Hindustan Times" and "The Tribune". (Murty & Rao, 1982) reported findings from an analysis of 650 matrimonial advertisements placed in the Sunday editions of the *Hindu*, a newspaper published in Madras, India, during September 1981. It is suggested that the majority of people seeking marriage partners via this method are highly educated, employed, and living in far-off areas removed from traditional cultural and communication networks.

Marimuthu (1997) explored changes in age, education, occupation and other factors related to marriage using matrimonial columns of a leading south Indian daily. He then compared his results with similar works carried by others in the past during the period of 1956-1976. He observed that median age at marriage of women advertisers in matrimonial ads used to be 16-19 in 1946 and it moved to 20-23 in 1961. For boys the median age increased from 24-27 in 1946 to 28-31 in 1961. He also found that an upward trend is noticed in the reporting of occupation by both the sides. Changes in the reporting of other factors like religion, caste, complexion etc. are only marginal. The advertised boys and girls are all educated.

Ramasubramanian, S., & Jain studied gendered spousal expectations and sex-role preferences from 1065 matrimonial ads from two popular newspapers in India. She examined gender differences in ad type, financial stability, physical attractiveness, fairness, slimness, personality traits, and occupational preferences. They found that there was social exchange of men's financial stability for women's attractiveness. They also found that there was gender polarization in ideal spousal occupations. (Ramasubramanian & Jain, 2009).

Data and Methodology

Quantitative Content Analysis is employed for the analysis in this paper. Content analysis refers to a family of procedures for the systematic, replicable analysis of text. In essence it involves the classification of parts of a text through the application of a structured, systematic coding scheme from which conclusions can be drawn about the message content. By clearly specifying the coding and other procedures content analysis is replicable in the sense that other researchers could reproduce the study. Content analysis can be carried out quantitatively but also qualitatively (Newbold, Boyd-Barrett, & Bulk, 2002; Riffe, Lacy, & Fico, 2014; Weber, 1990). Quantitative content analysis of matrimonial advertisements is performed. The advertisements inviting matrimonial correspondence are classified advertisements and hence contain maximum information in limited space. The style of

the advertisements is straightforward (e.g., Good looking MBBS Doctor looking for a beautiful match...) etc. The contents of the advertisement vary considerably. While in some cases the advertiser gives detailed information about himself/herself and specifically mentions the qualities required of the partner, it can be said that focus is on the desired qualities in the partner. Sometimes, there are advertisers who give detailed information about themselves but there is not as such detailed specification about the desired partner. The information given about the advertiser and the qualities required of the partner differs from advertisement to advertisement. We can find in some advertisements that there is a mention of physical appearance, income, caste etc. of the advertiser, while in some other phrases like “An extremely wealthy business man invites alliances from...etc are used. These differences vary from time to time and ad to ad. These differences also lead to lack of uniformity in the data. Despite these issues, a content analysis of the matrimonial advertisements provides significant trends in matrimonial alliances. There is also a popular belief that it is only those persons who cannot get married through the conventional ways die to increased age, or deformities etc who are less eligible for marriage, resort to placing advertisements in newspapers. In this study we are also assuming that men in regions from poor sex ratio and suffering from marriage squeeze will be resorting to matrimonial advertisements.

The present study analyses the content of 1000 matrimonial ads published in *The Times of India (Chandigarh edition)* and *The Tribune (widely read and spread across Punjab and Haryana belt)*. Sunday issues of these newspapers were selected because they carry detailed supplement entirely devoted to matrimonial ads. Of the total 104 Sundays, 52 from each 2005 and 2015, a total of 20 Sunday issues were selected for each newspaper. Matrimonial ads only by Punjabi & Jat grooms were selected and their information were encoded. Further, it was analysed to understand any changes in the content of ads within the duration of 15 years. It will help us to understand the average share of Punjabi & Jats in matrimonial advertisements, any relaxation in the caste preference attitude, compromise in the qualities of prospective bride, the frequency of advertisements etc.

Unit of Analysis: Unit of analysis for this study is matrimonial advertisements. The study includes all the matrimonial ads, defined as print advertisements placed by a single advertiser (Jat/Punjabi/Sikh) for a bride, appearing in the classified sections of *The Times of India* and *The Tribune*, under the title of ‘Brides Wanted’.

Variables of interest

A coding scheme was created for the variables of interest included: characteristics mentioned about the advertiser, Financial stability, Occupation, Age etc; preferences for partner i.e. Bride; Beauty, Physical appearance, working status, and most specifically Caste.

NRI or Indian

This variable codes about the current locality or place of residence of the grooms. Those based outside India i.e. NRI's are coded as 0 and those who are living in India are coded as 1.

Age

The age of the groom for which alliance is being looking for was coded.

Good-looking

This variable will be dichotomous and will be defined based on the characteristics of looks of the groom mentioned in the advertisement. Mention of words like fair, ‘good looking’, ‘Handsome’ and ‘Smart’ etc will be coded into this variable.

Financial Stability

The presence or absence of words relating to financial stability received a code as a variable for both announced and sought trait. Mention of words and phrases such as ‘well settles, financially stable rich, affluent, reputed family, comfortable life assured, middle class, and well to do were signals for coding this category. Also mention of actual salary earnings or property owned noted the presences of announced indicators of financial status.

Physical attractiveness

The variable coded for physical attractiveness as sought quality. Words mentioned like required ‘pretty’, ‘beautiful’, ‘good-looking’, ‘attractive’, ‘young’, ‘sweet’ type are contained under this variable of physical attractiveness.

Slimness

This is a dichotomous variable which is applied to ads with the absence or presence of slimness as a characteristic of the potential bride by the advertiser. This variable contains either slim or thin, or the actual weight feature.

Fairness

This is also a dichotomous variable coded for the presence or absence of words like 'fair', 'wheatish complexion', 'extremely fair', 'milky white' etc for qualities sought for the potential partner.

Masculinity

This variable defines the presence or absence of masculine traits. The descriptivism such as 'ambitious', 'accomplished', 'successful', 'intelligent', 'athletic body', 'smart' and 'aristocratic' as qualities announced or sought.

Occupation:

This variable, coded dichotomously, indicated whether or not the advertiser/ad placer or the person they are seeking for held employment outside home. The mentioning of words and phrases like 'employed, professional, career-minded, entrepreneur or specific occupations like doctor, engineer, MBA etc were coded as occupation outside home. We have further clubbed educational status like BA/MA/BSc/MSc etc in conventional category; Btech/MTech/Doctor/Engineer/MBA etc are coded into Professional or Technical Education Category and rest of them like some trainings etc into Others.

Caste no Bar

This is also a dichotomous variable which included presence or absence of words by the advertiser stating caste no bar for the sought-after person.

Religion no bar

This is a dichotomous variable coded for the presence or absence of words by the advertiser which states religion no bar for the sought-after person.

Dowry

This is also a dichotomous variable which is coded for the dowry. If any ad mentions specifically 'no dowry', 'no demands' etc is coded as No demand for dowry; rest of the ads are kept in others since there is no specific mention about their interest in dowry.

Coding reliability:

A detailed descriptive booklet included definitions of each of the variables of interest along with illustrative examples.

Results*Results relating to H1*

This hypothesis maintains that there will be increase in the local ads from men working or residing in India from 2000 to 2015. The results have shown the similar trend in the hypothesized direction. There were 64% NRI out of 284 ads in 2000 whereas there were only 18% NRIs out of 417 ads in 2015. The difference is found to be significant.

Results relating to H2

This hypothesis maintains that there will be a marginal increase in the age of groom from the year 2005 to 2015 in the advertisements. The mean age of grooms posting ads for matrimony was 28.3 in 2000 whereas it increased to 30.4 in 2015. There is an almost two years increase in the age within the span of fifteen years. The difference between these two means was found significant at 95% CI (t-test).

Table 1 is about here

Results relating to H3

This hypothesis maintains that there will be relaxation in the caste preference from the advertisements in 2000 to the advertisements in 2015. We are assuming that the crunch in marriage market and squeeze in availability of brides will lead to the social changes of relaxation in caste and gotra exogamy. The results show that in 2000, out of 395 ads posted, only 23% (89) ads mentioned about caste preferences. Of which, 66.3% (59) mentioned about specific caste or gotra and 33.7% (30) mentioned no bar for caste. Whereas in the year of 2015, out of total 526 ads posted, only 15% (132)

ads mentioned about the caste preference. Out of the totals ads mentioning about preference for caste, around 71% had mentioned specific caste and only 29% mentioned no bar for caste. However, the difference in the caste preference turned statistically insignificant. However, there is an decrease between ads mentioning caste preference and caste no bar between the two years.

Results related to H4

With respect to physical attractiveness in women (brides) ads by men in 2015 (33%) are less likely to demand for any beauty and other physical attractive features in potential brides than ads in 2000 (41%) expected physical attractiveness in their potential spouses. We have created a score of physical attractiveness features mentioned in the advertisement. The feature includes slimness, fairness, beautiful and height (tall).

Table 2 is about here

Results related to H5

In support of the existence of gendered notions of colorism in matrimonial ads, we expected that there will be reduction in the demands for beauty of the brides from the year 2000 to 2015. We found that in 2000 out of 395 advertisements 35% (138) ads mentioned about the demand for beautiful bride whereas in 2015 out of 526 ads, only 27% demanded/mentioned about beautiful potential bride. The difference is statistically significant at p value 0.011, Chi Square 6.3915.

Results relating to hypothesis H6

This hypothesis focused on the masculine qualities being advertised by the men to garner more attention from the potential brides. We didn't find any difference in the physical attractiveness feature mentioned about themselves by Grooms/men advertisers in 2000 and 2015. The only difference which is worth mentioning here is that in 2015 more men are mentioning about 2 or 3 physical attractive features among them. The differences in the results are significant at 95% CI.

Table 3 is about here

Results related to Hypothesis H7

With regard to financial status, overwhelming statistical evidence appeared in support of hypothesized relationships. Specifically, 13 % ads by men in 2015 mentioned about their specific income whereas 49% men in 2015 mentioned their income specifically.

Table 4 is about here

Other Results

Educational status of Groom

There are some visible changes in the educational status of men advertisers. It was observed in 2000 that around 31 percent grooms had conventional education (BA/MA etc), and 59 percent grooms had professional education background like MBBS/B-Tech/MBA etc and rest 8 percent grooms belonged to other educational background. In 2015, it could be seen that there is an increase in professional educational background of men. Almost 82 percent of grooms in 2015, had a professional degree.

Working status of potential bride:

In 2000, only 5 % ads mentioned that they prefer working bride whereas this percentage increased to 15 % in 2015.

Divorcee Groom:

In 2000, around 28 (7%) advertisements were from divorcee men. In 2015, only 15 (3%) ads were from divorcee men.

Summary and Conclusion

Matrimonial advertisements are increasingly used to search for a prospective partner with specific characteristics, as per one's personal choice and individual wish. They are generally being used as a supplementary strategy to find partners or maybe we can say it is like a conventional strategy only but through matrimonial ads people are increasing their horizon of reach to look for potential partners. The emergence of matrimonial advertisements as a strategy of partner selection indicates a shift in the mode of partner search. Since we had our study area limited to one region and that also Punjabis/Sikhs/Khatris, because we wanted to see the changes in their marriage practices, we found several results which shows the changes clearly and proves that the institution of marriage is under transition. It was seen that at a time in 2000, most of the matrimonial advertisements were used

to be given by NRI's which interprets the fact that the ads were used to be given by those people who had limited access to people here. They were staying abroad and wanted an Indian bride, but due to the restraint of space, they resorted to widening their reach by using matrimonial ads. It also need to be recalled that 2000 was a time period when people were not preferring matrimonial alliances by any third party. That was a time when the emphasis on partner search was used to be conventional i.e. through family, friends, kin and caste associations played a huge role. The partner selection process followed the conventional arranged marriage pattern, i.e., taking caste, horoscope, family background and organizing "face to face" meetings of the prospective partners. In 2015, the content revealed several changes. It was found that there was an increase in matrimonial advertisements from the local people unlike NRI's. It can be interpretive of the fact that now there is increasing participation of the individuals in the partner selection process (Shukla & Kapadia, 2007).

The present study which is limited to men seeking brides in a female-deprived region, there are some stark differences in the results. In matrimonial ads where people always used to mention the gendered notion, majority of men used to lay emphasis on physical attractiveness of women (Gist, 1953; Murty & Rao, 1982; Ramasubramanian & Jain, 2009) consisting of physical attributes like "Slimness", "fairness", "beauty" etc; we found that there is reduction in the demands of physical attractiveness of women from the grooms from 2000 to 2015. It will be very preliminary to say men are now compromising on the physical features, since there is a lesser choice available and brides are less in those selected regions. Moreover, there is an increase in the mentioning of men's physical features. This result lays emphasis on the fact that men are trying to show off their best in the present scenario. In the previous decade when grooms' used to ask for several features for brides, nowadays they are focusing on presenting themselves best to get the best possible mate. Additional to physical features, there is a huge rise in percentage of men specifying their income. This feature also indicates towards the fact that more men are now trying to show themselves as financially established to attract the best mate.

This paper is an attempt to draw the inferences from the publicly available nuptial data. Still, the paper should be viewed under the lens of few limitations. We have not consider the advertisements by brides because our focus was mainly on the grooms and the changes in their preferences over a period of time. Further, we suggest research for the brides also. Moreover, our analysis is limited to two states only which belong to poorest sex-ratio region in India. Some other researchers can attempt to study the other states.

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Table 1: The differences in the Mean Age of Grooms in the years of 2000 and 2015

Year	Mean Age (Groom)	Std. Dev.	[95% Conf. Interval]	
2000	28.4	0.234406	27.89456	28.81463
2015	30.4	0.1601409	30.11129	30.73986

Table 2: Difference in demand for Physical Features in Brides in the years 2000 and 2015

Year	Physical Attractiveness score				
	0	1	2	3	4
2000	59.49	19.49	13.67	6.33	1.01
2015	67.49	23.38	7.60	1.14	0.38

Pearson chi2(4) = 31.3857 Pr = 0.000

Table 3: Physical attractiveness score (groom) differences between year 2000 and 2015

Year	Physical Attractiveness Score of Men			
	0	1	2	3
2000	40.00	50.38	9.37	0.25
2015	39.16	44.11	15.97	0.76

Pearson chi2(3) = 10.4918 Pr = 0.01

Table 4: Changes in the characteristics of grooms who posted advertisements looking for brides in the years of 2000 and 2015

Characteristics (Groom)	2000	2015	Significance
	Percentage (N)	Percentage (N)	P Value
NRI	64 (182)	18 (74)	0.000
Divorcee	7 (28)	3 (15)	0.003
Handsome	46 (183)	51 (269)	0.148
Fair	4 (16)	14 (78)	0.000
Smart	10 (42)	6 (32)	0.012
Tall	2 (8)	3 (16)	0.338
Teetotaller	7 (27)	3 (17)	0.011
Age (Mean)	28.35	30.42	0.000 (t-test)
Education			
Conventional	32 (94)	10 (41)	
Professional	59 (168)	82 (320)	
Others	8 (23)	8 (30)	0.000
Occupation			

Government	17 (57)	9 (43)	
Private	54 (176)	72 (333)	
Business	23 (75)	19 (89)	
Student	6 (20)	0 (0)	0.000
Caste no bar	15 (59)	18 (94)	0.236
Income (Median)	84,360	4,00,000	0.000 (ranksum test)
Income specified	13 (52)	49 (256)	0.000

*Chi Square tests applied for categorical variables
t-test for the differences in mean
ranksum test for the change in median income.*

Table 5: Changes in the preferences for potential brides from the year 2000 to 2015

Characteristics (brides)	2000	2015	Significance test
	Percentage (N)	Percentage (N)	P Value
NRI	16 (63)	0.19 (1)	0.000
Educated	38 (152)	20 (105)	0.000
Homely	5 (18)	8 (42)	0.037
Beautiful	35 (138)	27 (143)	0.011
Smart	4 (16)	2 (12)	0.122
Fair	7 (27)	3 (16)	0.007
Tall	14 (55)	6 (29)	0.000
Slim	10 (40)	6 (29)	0.008

Chi Square tests applied

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