SPOUSE SELECTION CRITERIA : A CASE STUDY OF UNIVERSITY STUDENTS

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ABSTRACT: *Current research checks the important traits for spouse selection. For this purpose in current research the sixty important traits have been considered. For this purpose, propose study consider the students of one of famous private university(UMT) of Pakistan. Primary data is gathered with the help of structured questionnaire. Questionnaire is consisted of sixty questions. In this regard, current study proposes sixty hypotheses. Seven hypotheses are accepted and fifty three hypotheses are rejected. Findings of current study tell us that only beauty is important characteristics as compare to the study which was carried out in Serbia. The other important traits are faithfulness, neatness, physical attractiveness, talent for arts and courage are consider as vital findings for selection of spouse in Pakistani cultural context. In future studies, more sectors like corporate sector, teaching sector, medical professional and people of different age groups may be included.*

Keywords: *Spouse selection characteristics, Students of UMT, Educational Sector, Pakistan*

1-INTRODUCTION

Society is the name of contracts and this begin from the contracts of the two individuals. When the two individual become in contracts then formation of the society starts[1]. It is the symbol of the healthy societies that they are always allowed for the free choice to their individuals[1]. This freedom of choice gives strong social fibers to that particular society. It is very much interesting area to check the individual choice especially for their life partners[1]. Pakistan is a society where the individual have no full freedom of choice regarding their life partners due to the rigid caste, creed and sysyetem. This study is designed to check the spouse selection criteria . For this purpose this study is considered the student of private university (UMT).

2-LITERATURE REVIEW

Selection of the life partners has never been ignored from the society and social state of affairs [2,3]. So many research studies point out that spouse selections much more important decision in his/her life [4,2,3,5,6]. According to researcher [5] spouse selection criteria is not same across the globe its very form society to society and generally it is culturally defined norms[7]. Health factors, age, body shape, social factors, educational factors, cultural factors like religion and clothing, psychological factors, physical and beauty, genetic factors, occupation, and so on are usually the focuses for mate selection. The concept of each criterion is not universal. For example, based on O'Neil study of [7], physical beauty is a key factor if love is an important criterion for partner selection. The beauty concepts are different among the various cultural groups and societies. For example in the old societies of the Africa plump and large bodies are attractive, while in Europe and North of America such physical features are considered ugly and unhealthy. While in china, moon-shaped face is desirable, angular face is attractive in North Europe[1]. The notion of attractiveness also changes over time to time. These compose the impression of standard in life partner selection

different in societies[1]. Researcher [1] has analyzed the criteria of mate selection. Mostly it was observed and find out that physical beauty is more attractive then other [4,3,8,9,10,11]. Researcher [3] selected his samples from 37 different cultures and found that physical attractiveness in potential mates was highly valued. Physical health is another important criterion in mate selection [8,5]. The researcher [5] found that physical health was an important criterion among 83% of students. In Pakistani society there are also different criteria which vary from area to area and culture to culture. Due to the cultural variation and caste and ethnicity different groups have different norms. But one thing is interesting due to the latest advancement in the educational institutions some universal norms has been developed among the educated youth what ever they have caste, sect and language.

3-ANALYSIS

Scale of Study

The scale for spouse selection critera was adopted from the previous researcher [1]. This scale is consisted of 60 statements.

Reliability of data

For reliability of data we check the value of cronbach alpha. If the value of cronbach alpha is greater than 0.50 then we say that data is reliable. Cronbach alpha for the current analysis is 0.94.This means that data is more reliable and we can use it for further analysis.

Comparison of Several Means

For doing the main analysis current study is applying the test of comparison of several means. The data is collected from the university students of UMT with the help of structured questionnaire. Answers of the students are gathered with the help of five point Likert scale strongly disagree (1) to strongly agree (5). Following are the mean values and values of p.

		Mean	Value of p				Mean	Value of p
						Female	3.0909	
						Total	3.4400	
Sincerity	Male	3.7111	577		Ability	Male	3.3111	718
	female	3.9091				Female	3.1818	
	Total	3.8200				Total	3.2400	
Faithfulness	Male	3.2667	041		Sociability	Male	3.1333	290
	female	3.9818				Female	2.7818	
	Total	3.6600				Total	2.9400	
Easily mould able	Male	3.2222	310		Optimism	Male	3.0889	340
	female	2.9091				Female	3.3818	
	Total	3.0500				Total	3.2500	
Reliability	Male	3.0889	528		sense of humor	Male	3.2667	553
	female	3.3091				Female	3.4727	
	Total	3.2100				Total	3.3800	
Communicative	Male	3.3333	770		Good manners	Male	3.7778	508
	female	3.2364				female	4.0000	
	Total	3.2800				Total	3.9000	
Passion	Male	3.3333	171		Hard working	Male	3.6889	757
	female	2.8364				female	3.5818	
	Total	3.0600				Total	3.6300	
Carefulness	Male	3.2667	656		Capability to earn	Male	3.3333	262
	female	3.4182				female	3.7091	
	Total	3.3500				Total	3.5400	
Amusing	male	3.1333	593		Physical	Male	3.5111	070
	female	2.9636				female	2.8727	
	Total	3.0400				Total	3.1600	
Love for children	male	3.8444	928		Independence	Male	3.2000	145
	Female	3.8727				female	3.6909	
	Total	3.8600				Total	3.4700	
Self confidence	Male	3.5556	654		Knowledge able	Male	3.1556	567
	Female	3.4000				female	3.3636	
	Total	3.4700				Total	3.2700	
Maturity	Male	3.3778	240		Risk taker	Male	2.9111	761
	Female	3.7636				female	2.8182	
	Total	3.5900				Total	2.8600	
Intelligence	Male	3.4444	901		Beauty	male	3.4667	004
	Female	3.4000				female	2.5273	
	Total	3.4200				Total	2.9500	
Kindness	Male	3.5778	910		Ambition	male	3.3778	968
	Female	3.6182				female	3.3636	
	Total	3.6000				Total	3.3700	
Neatness	Male	3.8667	028		Youth	male	3.7111	039

	female	3.0182	
	Total	3.3300	
Success in job	Male	3.2889	.216
	Female	3.6909	
	Total	3.5100	
Good taste in clothes	Male	3.5556	.584
	Female	3.3636	
	Total	3.4500	
Seriousness	Male	2.8889	.685
	Female	2.7636	
	Total	2.8200	
temperament	Male	3.0000	.491
	Female	3.2000	
	Total	3.1100	
talkativeness	Male	3.0667	.678
	Female	2.9455	
	Total	3.0000	
Thinness	Male	2.8444	.973
	Female	2.8364	
	Total	2.8400	
Talent for sports	Male	2.9778	.805
	Female	2.9091	
	Total	2.9400	
Elegance	Male	3.1333	.942
	Female	3.1091	
	Total	3.1200	
Strength	Male	3.4667	.929
	Female	3.4364	
	Total	3.4500	
Will power	Male	3.6222	.824
	Female	3.5455	
	Total	3.5800	
Dominance	Male	3.3333	.276
	Female	3.0182	
	Total	3.1600	
To have money	Male	3.2222	.596
	female	3.0545	
	Total	3.1300	
Interesting profession	Male	3.2889	.542
	female	3.4909	
	Total	3.4000	
Popularity	Male	3.3111	.037

	female	2.7091	
	Total	2.9800	
To have a car	Male	3.2889	.467
	female	3.0545	
	Total	3.1600	
Attractiveness	Male	3.6444	.137
	female	3.1091	
	Total	3.3500	
Talent for	Male	3.3333	.063
	female	2.7818	
	Total	3.0300	
Jealousy	Male	2.7111	.945
	female	2.7273	
	Total	2.7200	
Fragility	male	3.1556	.491
	female	2.9818	
	Total	3.0600	
Shyness	male	3.1111	.339
	female	2.8545	
	Total	2.9700	
Stubborn	male	3.0444	.453
	female	2.8727	
	Total	2.9500	
Introversion	male	2.9333	.604
	Female	3.0545	
	Total	3.0000	
Self centered	Male	3.0667	.403
	Female	3.2545	
	Total	3.1700	
Self pity	Male	3.2000	.939
	Female	3.1818	
	Total	3.1900	
Aggressiveness	Male	3.2222	.529
	Female	3.0727	
	Total	3.1400	
Fearfulness	Male	3.2000	.210
	Female	3.4909	
	Total	3.3600	
Insecurity	Male	3.1556	.783
	Female	3.0909	
	Total	3.1200	
Creative	Male	3.4222	.657

	Female	3.2727	
	Total	3.3400	
Self acceptance	Male	3.2222	129
	Female	3.6727	
	Total	3.4700	
Courage	Male	3.4889	061
	Female	4.0727	
	Total	3.8100	
Good looks	Male	3.4667	278
	Female	3.0909	
	Total	3.2600	
Tall	Male	3.1778	281
	Female	3.5273	
	Total	3.3700	

This study provides some interesting results. The hypotheses about the attributes faithfulness, neatness, physical attractiveness, Beauty, Talent for arts and courage are accepted i.e. seven hypotheses are accepted and 53 are rejected. These hypotheses are accepted on the basis of their p values. The acceptance of hypothesis is done on the basis of three values of p i.e. p‹0.01, p‹0.05 and p‹0.10. This indicates that both male students and females students are given much importance to attributes faithfulness, neatness, physical attractiveness, youth, beauty, talent for arts and courage for spouse selection. For Faithfulness mean value of male is 3.2667 and female is 3.9818 and the total mean value is 3.6600. This means that faithfulness is very important trait for selection of spouse for female as compare to male as the value of mean is 3.9818. This most of girls are given their answers near to agree at five point Likert scale. Moreover, total mean value is also fall near agree in five point Likert scale. For beauty mean value of male is 3.4667 and for female it is 2.5273 and the total mean value is 2.9500. This means that beauty is very important trait for selection of spouse for male as compare to female as the value of mean is 3.4667. This most of boys are given their answers near to agree at five point Likert scale and girls response rate is fall near neutral. This indicates that for boys beauty is very important feature for selection of their spouse. Moreover, total mean value is also fall near neutral in five point Likert scale. For neatness mean value of male is 3.8667 and female is 3.0909 and the total mean value is 3.6600. This means that Neatness is very important trait for selection of spouse for male as compare to female as the value of mean is 3.8667. This most of boys are given their answers near to agree at five point Likert scale and girls response rate is fall near neutral. This indicates that for boys Neatness is very important feature for selection of their spouse. Moreover, total mean value is also fall near agree in five point Likert scale. For attribute physical attractiveness mean value of male is 3.5111 and female is 2.8727 and the total mean value is 3.1600. This means that Physical attractiveness is very important characteristic for selection of

spouse for male as compare to female as the value of mean is 3.5111. This most of boys are given their answers near to agree at five point Likert scale and girls' response rate is fall near neutral. This indicates that for boys physical attractiveness is very important feature for selection of their spouse. Moreover, total mean value is also fall between agree and natural interval in five point Likert scale. For attribute youth mean value of male is 3.7111 and female is 3.0182 and the total mean value is 3.3300. This means that Youth is very important trait for selection of spouse for male as compare to female as the value of mean is 3.7111 is too much high as compare to the value of mean of female i.e. 3.0182. This most of boys are given their answers near to agree at five point Likert scale and girls' response rate is fall near neutral nut in the interval of agree and neutral. This indicates that for boys' youth i.e less age is very important quality for selection of their spouse. Moreover, total mean value is also fall between agree and neutral interval in five point Likert scale. For attribute popularity mean value of male is 3.3111 and female is 2.7091and the total mean value is 2.9800. This means that popularity is important trait for selection of spouse for male as compare to female as the value of mean is 3.3111 is greater than as compare to the value of mean of female i.e. 2.7091. This means that most of boys are given their answers near to neutral at five point Likert scale and girls' response rate is also fall near neutral but in the interval of neutral and dis-agree. This indicates that for boys Popularity is important feature for selection of their spouse. Moreover, total mean value is also fall near agree but in the interval of agree and neutral in five point Likert scale. For attribute talent for arts mean value of male is 3.3333 and female is 2.7818 and the total mean value is 3.0300. This means that talent for arts is important trait for selection of spouse for male as compare to female as the value of mean is 3.3333 is greater than as compare to the value of mean of female i.e. 2.7818. This means that most of boys are given their answers near to neutral at five point Likert scale and girls' response rate is also fall near neutral. This indicates that for boys talent for arts is important feature for selection of their spouse. Moreover, total mean value is also fall near agree but in the interval of agree and neutral in five point Likert scale. For attribute courage mean value of male is 3.4889 and female is 4.0727 and the total mean value is 3.8100. This means that courage is important trait for selection of spouse for female as compare to males as the value of mean is 4.0727   is much greater than as compare to the value of mean of males i.e. 3.4889. This indicates that most of girls are given their answers near to agree but in the interval of agree and neutral at five point Likert scale and boys' response rate is also fall between neutral and agree interval. This indicates that for girls courage is important feature for selection of their spouse. Moreover, total mean value is also fall near agree but in the interval of agree and natural in five point Likert scale.

4-CONCLUSION

This study is provides many useful findings. For best of author knowledge, there is a single study which was carried out by Todosijević B et al. in the Serbia for checking the

spouse selection criteria. This study confirms that following characteristics are necessary for spouse selection i.e. aggressiveness, strength, thinness, fearfulness, self-pity, beauty, fragility, good looks, seriousness, attractiveness, enterprising, independence and sincerity. Current research imparts us that attributes like faithfulness, neatness, physical attractiveness, beauty, talent for arts and courage are necessary for spouse selection. Only beauty is common features in both studies. This means that beauty is the important attributes for selection of spouse. This characteristic is independent of the cultural difference. Other attributes like faithfulness, neatness, physical attractiveness, talent for arts and courage are consider as important features for selection of spouse in Pakistani cultural context. As the results of the similar studies are vary as the variation of the culture. So these are the important findings of the current study. In future studies, more sectors like corporate sector, teaching sector, medical professional and people of all age groups may be included. For generalizing the results this study may also carried out in different part of Pakistan as well as in the other countries of the world. Moreover, this study is getting the results by considering the five point Likert scale . In future research for getting better results seven point Likert scale will be used.

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