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#### Uncovering the Preferences of Highly Qualified Women during Spouse Selection from District Skardu – Gilgit Baltistan Pakistan

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#### ARTICLE INFO

#### ABSTRACT

Selection of a mate to get married is a quite common cultural
practice worldwide and the criteria of spouse selection for
women are very so often difficult. For the first time in this
qualitative study, the preferences of highly qualified women in
spouse selection and the influence of background individualities
of spouses from Skardu, Gilgit – Baltistan, Pakistan were testified. A total of 15 unmarried but employed women were designated as respondents and data were obtained through purposive sampling from different institutions of Skardu like hospitals, colleges, and banks. An interview guide was used and the obtained data were evaluated thematically. The obtained results were characterized as the top criteria, important criteria, moderately important, and not important criteria for the choice of spouse. Results displayed that majority of women from the area consider higher education level, personal attributes,
educational homogamy, financial stability, parental background, and sociability as top criteria before choosing a future spouse. While physical attractiveness and similar cultural/linguistic backgrounds were not deliberated as important measures to accept any proposal. It is therefore concluded that spouse education and some personal attributes are the top preferences of highly qualified women from the Skardu district of Gilgit - Baltistan Pakistan. © 2022 The Authors, Published by iRASD. This is an Open Access article distributed

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#### 1. Introduction

Marriage is one of the holy agreements between man and woman in numerous religions and cultures (Amuasi & Alhassan, 2022; Moshtagh, Teimourpour, & Pourshanbaz, 2013) which is a customary, legal, and a religious approval to have a new family system (Rehman & Younas, 2002) and is a foundation of all social relations (Amuasi & Alhassan, 2022). It is a common practice adapted worldwide (Ryan, 2004).

According to Nadel (2013), marriage is a connection between a male and a female that is predictable ever-lasting. Crooks and Baur (2013) substantiated that marriage is a contract for the children creation and maintenance and marriage could be a state of permanence feeling in an individual's life and a belonging sense. Reiss (2015) stated that marriage is a socially pleasing unification of individuals in wife and husband roles approved by parents. It is a legal contract that introduces responsibilities and rights among the partners, between partners and their off springs as well as their in-laws (Haviland, Prins, & McBride, 2016).

In marriage, the male and female unite and contribute toward the society and for each other those responsibilities which ensue from the partner's relation (Braby, 2018). It has been said that due to marriages, positive changes arise in the society and understanding the varying marriages preferences among individuals and consequences are very vital for the betterment of the society (Allendorf, 2013).

The process of spouse selection for marriage is like a market where forms of conversation among partners and their family rules are accustomed through selection. Among various societies, some differences exist in spouse selection process and the key indications are reproduction and continuity of the name of family, whereas sex realization is agreed in nature. During the selection practice of spouse for marriage, certain human attributes like personality profile including beauty, age and bravery are the most persuasive and prevailing ones and someone selects spouse for better or worse and for richer, for poorer (Solomon & Jackson, 2014) and some found attractiveness of physique as the crucial and dominating factor prioritized by females (Rehman, Ginting, Karimiha, & Goodnight, 2010).

The fast changes in the society could be the reason of creating a generation gap due to inconsistency that is found while changing trends adaptability among two generations. For example, Smetana (2010) debated that the contrast between the maturity level parents and children is major factor that creates intergenerational gap. They affect the society and its perspectives by their social activities. Additionally, Silva (2013) on the adaptability of changing trends demonstrates the intergenerational gap through deciphering the variation among two generations. The young generation possesses greater tendencies to adopt the modernity and advancements in life as compared to the parental generation. Most of the people experience the spouse selection process before getting married. Over time, it seems that the preferences of people for the selection of spouses are altered in respect of change in their requirements.

Alavi, Alahdad, and Shafeq (2014) outlined the relationships formation particularly the marriage relationship on the basis individual prerequisites. Individuals choose a spouse on their desires and needs basis by considering various substantial features. This argument provisions the pure relationship concept given by Giddens in which he determines that people make a relationship in respect of the acquiescence to their satisfaction and needs (Giddens, 2003).

The modern values prevalence has brought in considerable changes in the Subcontinent, predominantly in India and Pakistan. It has been found that there is a connection between transition and changing trends in life partner choice. Nevertheless, in the society the social change affects the patterns of selection and marriage about the life partners that eventually reproduces the transition in marriage (Ghimire, Axinn, Yabiku, & Thornton, 2006).

Due to having collectivistic society, marriage trend in Pakistan's are quite different than the West (Shahzad, 2017). Marriage, in the Pakistani context is basically getting together of two households in which parents are the key decision makers and is importantly done as a practice in the religion of Islam. Besides the basic spouse selection or marriage preferences, there are some more psycho-social attributes that differs from one family to another on the basis of their demands. Some people highly prefer the socioeconomic position of spouse while some may favour other aspects like love, affection, and care (Husain & Gulzar, 2015).

As highly educated women sets more developed and high criterions than men for attributes related to the potential spouses status and personality such as social status, self-confidence and income it is possible for a highly qualified women to have problems in choosing right life partner as compared to women with lower education(Buunk, Dijkstra, Fetchenhauer, & Kenrick, 2002). Women than men have greater preference in terms of their wish for education, ambition, home life, general intelligence, children, similar background of education, same religious background, constructive social position, and strong financial status (Conley, 2007). It is explained that how highly qualified women faced problems in search of appropriate life partners which fulfilled their standards, and how they perceived emerging role of higher education influencing marriage preferences. That's why; the present inquiry will help to comprehend the changing view of highly qualified women providing explanatory outcomes and visions in spouse selection particularly considering the education level of partner from Skardu district of Gilgit-Baltistan region of Pakistan.

The major concerns of this study are the assessment of changing disposition and criteria of educated women and the role of women's higher education in decision making about

selection of mate. Also, a very limited data is available on spouse selection and delayed marriages from Pakistan, so the findings from this study will fill the much required gap in the literature regarding spouse selection criteria from the Skardu region of Pakistan especially in context to highly qualified women. The outcomes of the present study will be helpful in reducing the risks of delayed marriages among the qualified women, which is one of the emerging issues of the society. The findings will be also advantageous for parents in a manner that they can find the current state of the problem and find ways concerning proper decision making in this specific aspect. The overall objective of this study was to find out the important criteria that a highly qualified woman prefers during spouse selection. However, the specific objectives of this inquiry were:

- To identify the degree of importance that a highly qualified woman place in the background characteristics of spouse.
- To determine the stimulus characteristics considered during spouse selection by highly qualified women.
- To investigate the personal attributes of spouse preferred by highly qualified women in spouse selection.

#### 2. Theoretical Framework of the study

The spouse selection theory circles under the sociological perspective umbrella of Interactionism. Symbolic interactionism is sociological examination level, associated with the social psychological patterns of persons cooperating in minor sets. It laid emphasis on human actions that are predisposed with others.

Sociologist Thomas (1966) highlighted meanings and definitions significance in social deeds and its impacts. According to him, human react to their meaning of a condition as compared to objective condition himself. Symbolic interactionism moreover proposes that, our sense of identity of self is moulded by social interface. Self-concept was developed by Thomas (1966) by perceiving different ways in which others label us and interrelate through us.

#### 2.1. Complementary Needs Theory

The marriage preferences theories like filter theory and complementary needs theory originates in Symbolic Interactionist Analysis (Figure 1). A complementary need theory is a notion developed and defined by Winch (1955). It says that when a person chooses a partner whose opposite characters praise their qualities to obtain the maximum gratification of needs probable.



#### Figure 1: The symbolic interactionist analysis given by Winch (1955)

A partner is selected by a person mostly whose powers recompense for their deficiencies, as to filling the gaps of their individual feebleness. Rendering by Winch (1952, 615

1955, 1958), the needs may be admiring in two diverse methods. One or the other, needs are complimentary due to the differences in each other or there is intensive variation. It recommends that individuals choose partners whose requirements are complementary and opposite to their own.

Winch (1952, 1955, 1958) anticipated that partners tend to be similar to each other by a lot of socio demographic features, and between those with these alike features, arena of appropriateness an individual chooses a companion, who meets his/her requirements and from whom he/she understands the extreme assurance of giving him/herself with supreme necessity satisfaction. The marriage preferences theory is closely linked to the present study regarding the perception of highly qualified women about the selection of spouse. As the complimentary needs theory tells about the need accomplishment, this posture represents that individuals select that person as future partner who can easily gratify their requirements.

#### 2.2 Filter theory

Kerckhoff and Davis (1962) investigated student pairs who are in short-term relations less than 18 months and validated many crucial criteria which are used by people to select partner (Figure 2). This criterion is called 'filters' because it is helpful for people to scrutinize the available potential partners to select the best and the right one. This theory says that there are numerous stages of filters which people put on. First level includes socio demographic features like level of education, physical proximity, religion, social class, and other noteworthy features people consider when meeting someone first time. These are crucial features, because people like to build connections with geographically closed people and whom they are regularly meeting, it provides a nice chance to them in order to find more about each other.



Figure 2:Filter theory given by Kerckhoff and Davis (1962)

People may also be able to catch resemblances in religious beliefs, social class education, and attractive, as it provides assurance for the progression of relationship. It then stretches to the second level of filters which is related to the resemblance of attitudes. People tend to view others as more attractive if they share the same core beliefs and values, such as views on career and importance of family. We actually filter out those people who don't meet our standards like hair colour, age, height, class or race etc. Possible mates filter by people from a variety qualified applicants.

According to this theory, dissimilar methods at different levels of the process are used by people. They mostly get started with societal variables like class and race. Then proceeds to internal values and more individuals like as the personality of people. After examining, this theory was adopted here in a sense that "Filter Theory" tussle about, individuals set a criteria when they pick their equals to get married. Individuals who are not meeting their standards are filtered out. It could be understand by age, physical appearance, societal position, moral and stimulus characters. This theory tells in detail about the actual condition that majority of females are quite picky in the selection of spouse. If no one fulfils their criteria, then they reject many of the proposals. Such kind of standards could be on the basis of social, physical, background or biological feature.

#### 2.3 Application of these theories in the present study

To check the hypotheses emerging from these theories, we used comprehensive data from qualified women from Skardu Gilgit-Baltistan Pakistan that document preferred background characteristics of spouse, stimulus characteristics, parental attributes and moral characters of the spouse (Figure 4). This study used data from 15 highly qualified women to create measures of their preferences on the selection criteria of spouse. Collectively, these measures deliver an exceptional opportunity to report both the overall influence of delayed marriages and its consequences on highly qualified women's life. These will be also advantageous for parents in a manner that they can find the current state of the problem and find ways concerning proper decision making in this specific aspect for their children.

Skardu Gilgit-Baltistan Pakistanis a perfect venue for this research because until recently, the preferences while selecting a spouse for qualified women were not allowed or was not an option due to some cultural reasons and parental influence. The marriages were essentially all arranged by parents and relatives. Nevertheless, modern changes in economic, social and institutional situations have encouraged a rapid rise in setting some preferences of qualified women and their participation in their own spouse selection.

### 3. Data and Methodology

#### 3.1 Area of Study

The area of study selected was district Skardu from the Northern Gilgit-Baltistan Pakistan since late marriages are normal there due to some higher preferences of women and some other familial and societal factors. Also the number of highly qualified unmarried female population is high in the area and achieving higher qualification with higher priorities about the selection of spouse as compared to low qualified female is much prevalent.

#### 3.2 Methodological steps

The qualitative method was used to obtain subjective data authenticating the highly qualified women's perception about spouse selection with the subjective lens as given by Creswell (2009). The overall methodological steps taken here are shown in Figure 3 and the conceptual framework with assessed characteristics prefer by the highly qualified women are illustrated in Figure 4.





# Figure 4: The conceptual framework and assessed characteristics proposed for the present study



#### 3.3 Target population

The target population was females with professional working experience having higher qualifications such as Ph.D., MS/M.Phil. and M.B.B.S. As the target population, females with 25 to 40 years of age were included from the studied area. More precisely, the data from selected females having above mentioned qualification was obtained from employees of hospitals, colleges and banks in Skardu Gilgit-Baltistan Pakistan. The details of criteria set for including and excluding the respondent are shown in Table 1.

## Table 1: Inclusion and exclusion criteria of respondents in this study

Inclusion	Exclusion
Unmarried highly qualified, employed women	Married highly qualified, employed women
25 to 40 years of age	Age less than 25 and above 40
Unmarried, highly qualified, female employees	Married, highly qualified, female
selected from Federal government college, district	employees were excluded
headquarter hospital (DHQ), and Karakorum co-	
operative bank of Skardu Gilgit-Baltistan were	
included	

#### 3.4 Sampling technique and sample size

In this study, a purposive sampling technique was used to select respondents following Palinkas et al. (2015). Both the sampling and collection of data collection was continued until a saturation point was attained (Creswell, 2009). Subsequently, participants were selected purposively with high level of education and after obtaining data from 15 respondents, the sample's saturation point was attained and no further respondents were included after that point.

#### 3.5 Data Collection

In this study, there was no gate keeper employed to access the respondents for data collection. An interview guide was used to get the data with direct approach through telephonic calls, face to face meetings and recordings. Interviews were conducted in mostly in English, Urdu, and local languages like Balti and Shina and Pakistan's national language Urdu. A guide of interview designed consists of five parts (Figure 2). The first part was about demographic/socioeconomic aspects of respondent, second was about background features of spouse prioritized, third part deals with stimulus characteristics of spouse, the fourth part show spouse personal characters and the fifth part was about spouse moral feature asset by the highly qualified women from Skardu GB Pakistan.

#### 3.6 Data analysis

The obtained data was gathered by coding and then pre-arranged into categories and the codes were brought together into a theme and the codes were segregated through inductive coding. The data retrieved from respondents was inferred with transcription methodology and the thematic protocol used contains six key phases that representing the hierarchical and linear approach (Figure 5).

#### Figure 5: Protocol followed for the thematic analysis of the obtained data



#### 4. Results

Out of 15 respondents interviewed for this study, 11 were 25 to 30 years of age and 4 were in the category of 31 to 35 years of age. In terms of the qualification of the respondents, 2 were Ph.D. scholars, 7 had M. Phil degree, and 6 were doctors with M.B.B.S. About the occupation of respondents, 6 were doctors in hospitals, 7 were teachers in colleges and the remaining 2 respondents were bankers. In terms of working experience of the respondents, 5 had working experience of 4 to 6 years and 10 possess working experience of 1 to 3 years. The monthly income of the respondents revealed that 10 had 40, 000 to 60, 000 thousand PKR monthly income, 2 had up to 20, 000 PKR income and 3 respondents had monthly income up to 1 lac PKR. On the basis of parental occupation, it was found that fathers of 4 respondents were government employees, fathers of 2 respondents were doctors, and 9 respondent's fathers were businessman. While, 2 respondents mothers were teachers and 13 respondents' mothers were house wives (Table 2).

Skardu Pakistan		
Socio demographic aspects	Frequency	Percentage (%)
Age		
25 to 30 years	11	73%
31 to 35 years	4	27%
Qualification		
M.Phil./MS	7	46%
M.B.B.S	6	40%
Ph.D.	2	14%
Occupation		
Doctor	6	40%
Teaching	7	46%
Others	2	14%
Working experience		
1 to 3 years	10	67%
4 to 6 years	5	33%
Monthly income		
up to 20,000	2	14%
40 to 60,000	10	66%
up to 1 lac	3	20%`
Occupation of parents		
Father		
Business	9	60%
Doctor	2	13%
Gov. employee	4	27%
Mother		
Teacher	2	13%
House wife	13	87%

Table 2:	Details of	socio	demographic	aspects	of	selected	respondents	from
	Skardu Pa	kistan						

 Table 3: Criteria preferred in spouse selection by highly qualified women from

 Skardu district Pakistan

Spouse selection criteria						
Top criteria	Important criteria	Moderate important criteria	Not important criteria			
Education Personal attributes Educational homogamy Parental background Kindness and understanding Financial stability Social position/sociability Societal pressure	Professional status Financial independence Same cast/sect Good morals Emotional stability and maturity Nuclear family	Age of spouse Ethnicity Good heredity of spouse Physical health	Physical attractiveness Similar linguistic and racial background Similar cultural background			

According to the data obtained from the respondents, the top most criteria described by the respondents while selecting a spouse in the district Skardu were education, personal attributes, educational homogamy, background of parents, financial stability, sociability and kindness and understanding capabilities of the spouse (Table 3). These were narrowly followed by the professional status, financial independency, same sect/cast, good morals, nuclear family and emotional stability and maturity of the spouse. The age, ethnicity, good heredity and physical health of spouse were considered as moderately important criterion while selecting a spouse. Some characteristics that were voted as not important for the majority of respondents were physical attractiveness, similar linguistic, racial and cultural background and the social position of spouse as given in Table 3.

#### 5. Discussion

Selection of spouse for a successful married life is dependent on both the couple and their families. The marriage is either love or arranged and the perception of highly qualified women regarding arranged or love marriages are still not clear. However, some major priorities set by highly qualified women are uncovered here.

A lot of researchers performed studies to find spouse selection preferences of women worldwide (Abdullah, 2011; Alam & Safdar, 2006; Alavi et al., 2014; Brown, 2009; Buss, Shackelford, Kirkpatrick, & Larsen, 2001; Buunk et al., 2002; Dunn & Searle, 2010; Furnham, 2009; Hancock, 2002; Husain & Gulzar, 2015; Hynie, Lalonde, & Lee, 2006; Karbowski, Deja, & Zawisza, 2016; Li, Bailey, Kenrick, & Linsenmeier, 2002; O'Neil, 2006; Shackelford, Schmitt, & Buss, 2005; Todosijevic, Ljubinkovic, & Arancic, 2003).Few inquiries recognized that many factors affect the decisions as to whom, how and when someone gets married, including the background of family (Dunn & Searle, 2010), economic stability (Karbowski et al., 2016) and physical appearance (Hynie et al., 2006).

The data obtained from respondents about spouse selection criteria were not that much different from previous reports nevertheless, data were dissimilar in some priorities. Also, studies support that a criterion of mate selection varies within societies (Brown, 2009; Buss et al., 2001; Hynie et al., 2006; Karbowski et al., 2016). It could be due to the influence of culture in the criteria of spouse criteria (O'Neil, 2006). The results of this study in terms of education showed that educated women in Skardu very highly preferred to marry with educated person especially with someone having homogamy in education as very top criteria. These results regarding education as top priority by highly qualified women are same with Alavi et al. (2014); Husain and Gulzar (2015) who reported education as very important criteria. However, these results are not in agreement with findings of Abdullah (2011) where education of spouse is not set as an important criterion by females while selection.

Study of Husain and Gulzar (2015) reported that men prefer beauty in women as important criteria, but women prefer education in men as their top most priority while spouse selection. Furthermore, Moller (1997) suggested that in many societies, education, personality and wealth and some more factors are crucial in selection criteria of spouse. These all features may be measured as very much substantial in contrast to the physical beauty. Personal attributes, parental background, profession and financial status of spouse are also top criteria in selecting a spouse, because persons need financial support to spend healthier lives. The study revealed that parental background and good heredity have in some way effect the spouse selection. There was mixed data about parental background where some respondents considered it as much important because the spouse parental background is greatly considered by family members while selection and helps to recognize the standard of their living. But same few highly qualified women interviewed in this study claimed that parental background is not a crucial criterion only if the spouse is well educated. The differences in age were not prioritized by the respondents. This study validates that the professional status of spouse is also a top parameter set by highly qualified women while spouse selection.

In one study from Sumandari Pakistan, majority of the respondents interviewed were preferred to select a mate with in family and economically secure person (Alam & Safdar, 2006). Moreover, demanding parallel professional status by a woman for her spouse is linked to understanding, societal approval and compatibility. These criteria were emphasized by majority of females as shown in various inquiries (Alavi et al., 2014; Badahdah & Tiemann,

2009; Buunk et al., 2002; Regan, Levin, Sprecher, Christopher, & Gate, 2000; Shackelford et al., 2005; Todosijevic et al., 2003; Townsend & Wasserman, 1998).

Social position/sociability of spouse was also preferred by the female respondents from Skardu district. They assumed that having a good social position or sociability in spouse is of disseminating ideas, interests, friendliness, attitudes and values. Accordingly, this criterion was imperative in communication and overall social life activities. These outcomes are in accordance with findings of Badahdah and Tiemann (2009); Furnham (2009); Hancock (2002); Shackelford et al. (2005); Todosijevic et al. (2003).

According to the respondents of this study, people with pleasant and good moral characters with maturity are capable to attract and easily accept other family members and easily adapt to new situation of life as people have diverse backgrounds which are in agreement with studies of (Maliki, 2009). Based on data from respondents, same cast/sect is dominant in Skardu and women pay a close attention to sect and cast of the mate. Highly qualified women believed that religious people with same sect and cast are thought to be more committed to life. Our these outcomes of selecting mate with same sect or religion are same with the findings of Li et al. (2002) and Alavi et al. (2014)considering religion and sect as important criterion while selecting a mate.

Here, nuclear family of spouse was considered as important criteria by majority of the respondents. There is a plenty of reported data where it has been deliberated that the family of spouse whether it is joint or nuclear affect the social wellbeing and mental capacity (Naz, Naz, & Gul, 2014; Panchal, 2013; Thadathil, Jose, & Varghese, 2015; Turagabeci, Nakamura, Kizuki, & Takano, 2007). In one inquiry from India, it was shown that there is better mental health in adolescents from joint family as compared to nuclear family (Panchal, 2013). A study from same country (Thadathil et al., 2015) found no difference between joint and nuclear family types except for social relationship domain where high differences were found for people living in nuclear families. Another inquiry from Pakistan found better social support and quality of life for elderly living in joint families than those living in nuclear families (Naz et al., 2014). From Japan, it has been validated that living as couples have pose no any significant difference in mental and physical health whereas such couples are more likely to acquire extraordinary hyper-tension as compared to couples living in extended families (Turagabeci et al., 2007).

In this study, age, ethnicities, physical health of spouse were nominated as moderately important criteria by majority of the respondents from the studied area but physical attractiveness of spouse and similar linguistic, racial and cultural background was considered as not important criteria by majority of the respondents. In one study, Amuasi and Alhassan (2022) found that in Ghana, more than 93% of the student deliberate problems like emotional stability, intelligence, maturity, dependable attitude and religion of their prospective spouses as important in the selection process. Our results showed that physical attractiveness is moderately important which are not in agreement with former inquiries where physical attractiveness criteria have been reported as preferred criteria in spouse selection(Abdullah, 2011; Alavi et al., 2014; Buunk et al., 2002; Furnham, 2009; Hancock, 2002; Li et al., 2002; Shackelford et al., 2005; Todosijevic et al., 2003).

#### 6. Conclusion and Implications

Conclusively, the highly qualified women possess diverse dimensions of assessment about spouse selection. Whether a female is teacher, doctor or banker, they are qualified individuals in a society and have right to make their own choices while selecting a spouse. It is authenticated that higher education level, education homogamy and professional working nature are top most priorities of highly qualified women in Skardu Gilgit-Baltistan region of Pakistan that might pose problems in accepting any marriage proposal. It is validated that physical charm of spouse was not considered as important indicator while selecting a spouse.

In this study, few limitations are present and the results cannot be general because the data for this inquiry was obtained from only one district of Pakistan. There is possibility to perform broader inquiries from other regions to obtain more information from those highly qualified women who live in the adjacent districts of the study area that may produce

significant information that could well define the opinions and perceptions of highly qualified women regarding their criteria on spouse selection.

It is recommended that, in addition to the unique preferences of highly qualified women on spouse selection; parents and relatives role should also be evaluated in forth-coming inquiries as demands are also being imposed by parents and relatives too in mate selection process. Parents should take this issue of spouse selection seriously and guide their children on operative predilections, so that they will be able to take decisions of marriage on time and narrow down their criteria of mate selection.

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