

Abstract

The current research examined the impact of consumption of romantic media content on the irrational romantic beliefs, marital conflicts and marital satisfaction. It was hypothesized that a) Consumption of romantic content on media will have positive relation with irrational romantic beliefs, b) There is likely to be positive relation between consumption of romantic content on media and marital conflicts, c) There is likely to be positive relationship between consumption of romantic content on media and marital satisfaction, d) Consumption of romantic media content is a predictor of irrational romantic beliefs, marital conflicts and marital satisfaction. A sample of (N=100) married people comprising both males and females ($M= 1.50$, $SD= .50$) with an age range of 18-50 years was recruited by using a non-probability purposive sampling technique. Data was collected physically. Pearson correlation was applied through SPSS version 21 to generate results that showed significant positive correlation between consumption of romantic media content and irrational romantic beliefs. A significant positive correlation was also found between consumption of romantic media content and marital conflicts. Irrational romantic beliefs and marital conflicts were also significantly positively correlated. Consumption of romantic media content is a positive predictor of irrational romantic beliefs and marital conflicts. These indigenous findings will have significant implications for relationship therapists, clinical psychologists, married couples and further research endeavors.

Keywords: Consumption of romantic media content, irrational romantic beliefs, marital conflicts, marital satisfaction