

Abstract

In a changing and evolving socio-cultural milieu of the contemporary society; the issues pertaining to partner selection choices and marriage decisions have become increasingly important. Therefore the current research was conducted to explore and understand the partner selection criteria and marriage decisions in the context of cultural transition from collectivism to individualism; and to translate the existing measure in accordance with indigenous cultural relevance. The specific objectives were achieved with the help of three independent studies. In the first study the three measures of; partner selection criteria (Bernarte, Jalandra, Jarquio & Sanggo, 2016; Todosijevic, Ljubinkovic & Arancic, 2003); individualism-collectivism (Singelis, Triandis, Bhawuk & Gelfand, 1995) and communal orientation (Clark, Powell, Ouellette & Milberg, 1987), were translated and adapted; their face and content validity were determined using the standardised procedures. The component structure of the three translated measures was also confirmed in case of the sample of 645 women participants. The component analysis resulted in a two-component structure for communal orientation scale (COS)(Locus of initiation and Desire for others' help); four-component structure for individualism-collectivism scale (INDCOL) (Horizontal Collectivism, Vertical Collectivism, Horizontal Individualism, Vertical Individualism) and in condensation of the 60 variables into five-component structure for Partner Selection Criteria Checklist (PSC) which are, Unwanted Traits, Care and Concern Traits, Pragmatism and Achievement Traits, Physical Attractiveness, Economic Affluence. The measure had moderate to high internal consistency with Cronbach's alpha of .60, .79 and .89 respectively. In study two, the intergenerational differences were observed; the descriptive and inferential analyses revealed that the differences in the partner selection criteria and marriage type among the three successive generations of women were significant. The three generational

groups have significant mean differences in the partner selection criteria of care and concern traits; pragmatism and achievement traits; physical appearance traits and economic affluence traits. It was observed that youngest generation i.e daughters was most opinionated and felt strongly about the partner selection criteria in general. Moreover the multiple regression analyses revealed that both the collectivism and individualism values as well as communal orientation also stood as significant predictors of the partner selection criteria (PSC) of women in Pakistan. In study three, qualitative research design was considered and semi-structured interviews were conducted with 18 women participants; 6 from each generational groups of 1st generation women (grand-mothers); 2nd generation women (mothers) and 3rd generation women (marriageable young girl) respectively. It was aimed to identify the causes of socio-cultural transition and changes observed and experienced by the interviewees in terms of partner selection criteria and marriage decisions in Pakistan. The interviewee responses were analysed using thematic analysis method and multiple underlying themes were extracted pertaining to causes of socio-cultural transition; transitions in the partner selection criteria; marriage decisions in the context of cultural transition from collectivism to individualism. The results indicated a clear transition in the partner selection criteria; marriage decisions and marriage style choices. It was observed that youngest born generation is most individualistic in their thinking. The causes of the socio-cultural transition were identified as increased academic activities, social modernisation and technological advancement in Pakistan. The outcomes of this research would bring clarity to the reflections of socio-cultural transition from collectivism to individualism in partner selection criteria and marriage decisions in Pakistan. Moreover it also added to the existing evidence that collectivism and individualism do not exist at a tangent with each and may exist side by side (Kim, 2009; Triandis, 1995; Trommsdorff, Mayer, & Albert, 2004; Vargas & Kimmelmeier,

2013). The implications of the current research work for the family and marriage counsellors have also been discussed.