

International Journal of Social Science and Education Research



ISSN Print: 2664-9845
ISSN Online: 2664-9853
Impact Factor: RJIF 8.42
IJSSER 2025; 7(2): 883-890
www.socialsciencejournals.net
Received: 02-09-2025
Accepted: 05-10-2025

Dr. Sanjiv Kumar Lavania
Associate Professor, School of
Liberal Studies, Dr. BR
Ambedkar University, Delhi,
India

Mukesh Kumar Sahu
Department of Sociology,
Social Work, Pandit Sundarlal
Sharma (Open) University
Chhattisgarh, Bilaspur,
Chhattisgarh, India

Corresponding Author:
Dr. Sanjiv Kumar Lavania
Associate Professor, School of
Liberal Studies, Dr. BR
Ambedkar University, Delhi,
India

Social media and the transformation of traditional life partner preferences among youth in Chhattisgarh

Sanjiv Kumar Lavania and Mukesh Kumar Sahu

DOI: <https://www.doi.org/10.33545/26649845.2025.v7.i2k.453>

Abstract

Social media has emerged as one of the most powerful agents of social change, transforming interpersonal relationships, social behaviour and customs due to the quick development of digital communication technologies. Social media platforms have become essential to daily social interaction in the modern era, particularly among youth. As a result, the spread of technological culture has started to change several social institutions, including matrimonial norms, which in Indian society have historically played a crucial role in family and community life. The change in the matrimonial process is one of the most prominent of these changes. In the past, choosing a life partner was heavily influenced by families, particularly by parents and elders, but in the last few years, the youth themselves have played an important role in the process of choosing their life partner. The present study examines the effects of social media on the transformation of traditional life partner preferences in Chhattisgarh. A purposive sampling technique was used for the study, in which a total of 500 respondents were selected from all 5 divisions of Chhattisgarh, including both males and females. The age of the respondents is 21-32 years. For primary data collection, a well-structured interview schedule was followed. The interview schedule consists of questions designed on a 5-point Likert scale. The result of the study revealed that the usage of social media has a significant impact on the transformation of traditional life partner preference of youth in Chhattisgarh. Young people's views of compatibility, attractiveness, lifestyle and relationship values have changed as a result of increased exposure to online content, digital social networks and social media influencers.

Keywords: Social media, life partner preferences, traditional, transformation, youth

1. Introduction

With the development of information and communication technology (ICT), people are using new ways of online communication tools because they are cheaper in price, better in quality and provide more features. Social media is one of these online tools that allows people to establish communication with one another and allows users to experience new types of connections. Social media users not only share information, entertainment and opinions, but also expand their friendships, which are based on their interests and needs. These friendships influence their thoughts and actions.

Social media platforms give young people the chance to learn, socialize, and express themselves (Livingstone, 2008) ^[1]. However, they also give them an endless supply of carefully selected, idealized pictures, which can have an effect on their mental, physical, and self-respect.

As a result of the increasing use of social media, many social and family behaviours have changed. In this sequence, a change has also taken place in the marriage process. Earlier, parents used to choose the life partner for marriage, but in the last few years, the youth themselves have played an important role in the process of choosing their life partner (Allendorf, 2013) ^[1].

Choosing a life partner is a fundamental process because the chosen partner provides an individual with quality of life, physical and mental security, and social roles and interests (Buss & Schmidt, 2019). Partner preferences can be influenced by several individual-level predictors, including sexual orientation, relationship history, inclination to short-term or long-term relationships, as well as a person's own characteristics (Takayanagi, 2024) ^[19].

The life partner preferences mechanism is influenced by ecological, biological and social factors. In humans' intelligence, physical attractiveness, kindness and socioeconomic status are intercultural considered important characteristics of an ideal life partner preferences (Walter *et al.*, 2020) ^[20].

Chhattisgarh is known for its rich cultural heritage and tribal traditions. The social fabric of the state is defined by traditional practices, community-oriented lifestyles and kinship, caste, religion and customary laws. Social change, modernization and technology have had an impact on Chhattisgarh. With the spread of digital technologies and increasing access to social media platforms, people are thinking, interacting and viewing traditions in new ways. This research aims to highlight how youth in Chhattisgarh perceive social media as not just an external influence but an active force in shaping social change and redefining the meaning of matrimonial norms in a culturally diverse and tradition-bound state.

2. Review of Literature

Takayanagi *et al.*, (2024) ^[19] showed that in partner preference order, intelligence is most important, followed by kindness, physical attractiveness, health, and last, socioeconomic status. Specific gender differences were mostly observed in the heterosexual group, and specific combinations of gender and sexual orientation were associated with variation in preference for physical attractiveness, kindness, and socioeconomic status. Nosrati *et al.*, (2023) ^[13] found that there is a noteworthy correlation between the degree of focus on Instagram influencers and three factors: appearance, finances, and religious beliefs when choosing a partner. They also find that there is no particular connection between the two dimensions: Individuality and society in selecting a partner. Šetinová and Topinková (2021) ^[16] examined that men strongly prefer young women, and women prefer partners of their age or slightly older. At older ages, men's preference for younger women tends to widen, while women's preferences become more diverse. Homogamous tendencies are stronger among younger users and women. Locke *et al.*, (2020) ^[12] found that young people consider their circumstances and their social roles when considering preferences for an ideal partner, and this also influences how well developed a young person's ability to evaluate life partners. Kamble & Bhatia (2019) ^[9] concluded that there are significant differences in the perception of young adults in terms of privacy and trust with respect to gender, educational qualification and working status. Significant differences were also found in preferences in life partner selection with respect to gender. Women give more importance to all five components of preferences, i.e. personality, cultural background, physical attractiveness, family background and financial background than men. Rosenfeld & Thomas (2012) ^[15] found that the rise of the Internet has partly displaced the process of finding a partner. The Internet is

providing people with the opportunity to meet and form relationships with total strangers, i.e. people with whom they had no social connection before. Alterovitz *et al.*, (2009) ^[2] discovered that throughout a man's life, evolutionary predictions regarding partner preferences were accurate. Men sought physical attractiveness and provided more information about status than women did at all ages. Men yearned for women who were younger than they were as they got older. Shukla & Kapadia (2007) ^[17] found that matrimonial advertisements are gaining prominence in the field of the marriage partner selection process, used mainly to seek a wider range of options and to exercise personal choices. It is difficult to clearly demarcate the relative roles of the family and the individual in partner selection. There has been a significant increase in the involvement of individuals, especially in terms of the expression of personal preferences.

3. Research Methodology

A comprehensive inquiry, utilized to pose queries and resolve issues methodically, is known as a research methodology. A theoretical formulation entails redefining and redefining the problem, formulating hypotheses, gathering and evaluating data, making discoveries, and reaching a conclusion that either resolves the immediate issue or makes specific generalizations.

This study is based on an analytical and descriptive research design. The sample for the study has been drawn using a purposive sampling technique, which ensures inclusion of only active social media users to get a fair representation of the target group. To maintain gender balance and provide reliable insights, a total sample size of 500 respondents has been fixed. The respondents have been selected from all five different divisions of Chhattisgarh to cover the diverse socio-cultural context of the state. The age group of 21-32 years has been selected. For primary data collection, the respondents were approached personally and a well-structured interview schedule was followed. The interview schedule consists of questions designed on a 5-point Likert scale with options ranging from strongly disagree to strongly agree.

3.1 Objective of the study

The Objective of the study is to predict the effects of social media on the transformation of traditional life partner preferences in Chhattisgarh.

3.2 Hypotheses

H01: Social media would significantly affect the transformation of traditional life partner preferences in Chhattisgarh.

3.3 Demographic representation of Respondent

The demographic profile of the respondent (N=500) with their frequency, mean, standard deviation (SD) and confidence interval (CI) is shown in Table 1.

Table 1: Demographical profile of respondents

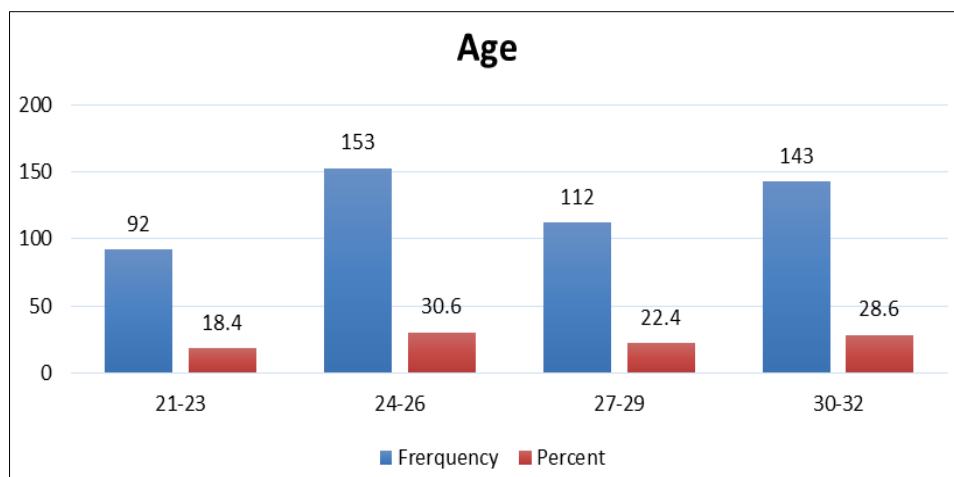
Description	Frequency	Percentage	Mean	SD
Age				
21-23	92	18.4	2.6120	1.08619
24-26	153	30.6		
27-29	112	22.4		
30-32	143	28.6		

Gender				
Male	250	50.0	1.5000	0.50050
Female	250	50.0		
Category				
UR	78	15.6	2.2240	0.86679
OBC	298	59.6		
SC	58	11.6		
ST	66	13.2		
Religion				
Hindu	435	87.0	1.3180	0.93521
Muslim	23	4.6		
Sikh	8	1.6		
Christian	16	3.2		
Other	18	3.6		
Locality				
Rural	203	40.6	1.8280	0.78207
Semi-Urban	180	36.0		
Urban	117	23.4		
Education				
Higher Secondary	39	7.8	2.7540	0.99773
Undergraduate	170	34.0		
Post Graduate	204	40.8		
Professional	49	9.8		
Technical	38	7.6		
Occupation				
Unemployed	111	22.2	2.8540	1.31001
Govt. Job	82	16.4		
Private Job	131	26.2		
Self-Employed	121	24.2		
Student	55	11.0		
Family Type				
Nuclear Family	150	30.0	1.8200	0.62320
Joint Family	290	58.0		
Extended Family	60	12.0		
Family Monthly Income				
Less than 15000	109	21.8	2.3800	1.05728
15000-30000	203	40.6		
30001-50000	77	15.4		
Above 50000	111	22.2		
Duration				
Less than 1 Year	18	3.6	3.3160	0.82310
1-3 Year	61	12.2		
3-5 Year	166	33.2		
More than 5 years	255	51.0		
Social Media Usage per day				
Less than 1 Hour	64	12.8	2.6060	0.98015
1-2 Hour	185	37.0		
3-4 Hour	135	27.0		
More than 4 hours	116	23.2		
Most Used Social Media Platform				
WhatsApp	165	33.0	2.2740	1.03395
Instagram	85	17.0		
YouTube	198	39.6		
Facebook	52	10.4		

3.3.1 Age of Respondents

The age of the respondents consists of four categories namely 21-23 years, 24-26 years, 27-29 years and 30-32 years. Make out the respondents belonging to the age group

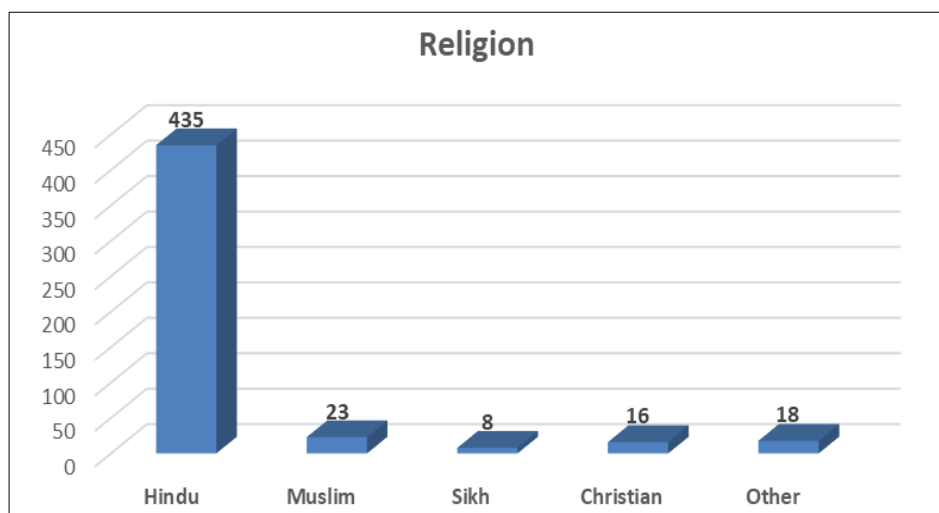
24-26 years from the majority (30.6%) followed by the age group 30-32 years which constitutes of 28.6% of the overall sample, age group between 27-29 years constituted 22.4%, 21-23 years 18.4% of the overall sample.

**Fig 1:** Age of Respondents

3.3.2 Religion of Respondents

The religion indicates the religion belief of the respondents. Results show that the majority of respondents 87.00% are

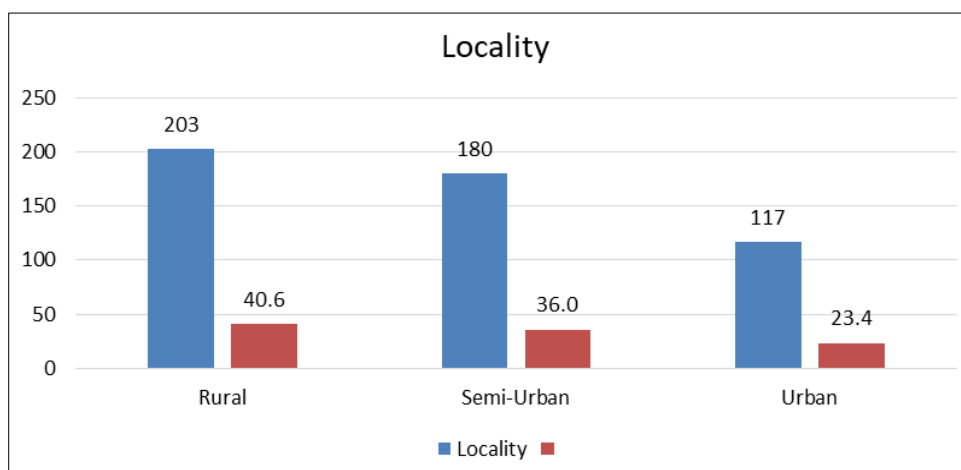
Hindu, 4.60% respondents are Muslim, 3.60% are others religion like Buddha and Jain, 3.20% respondents' followed Christianity and 1.60% respondents are Sikh.

**Fig 2:** Religion of Respondents

3.3.3 Locality of Respondents

Background of the Respondents is classified into three bases Rural, Semi-urban and Urban. The majority of the respondents live in rural area which is 40.6%, 36%

respondents from semi-urban areas and 23.4% respondents belong to the urban area of the overall respondent's population which means respondents have different geographical backgrounds.

**Fig 3:** Locality of Respondents

3.3.4 Education of Respondents

The education indicates the education qualification of the respondents. Results show that the majority of respondents 40.80% are Post graduate, 34% respondents are

Undergraduate, 9.80% respondents have a professional degree/diploma, 7.80% respondents' education level is higher secondary and 7.60% respondents have Technical Degree/diploma.

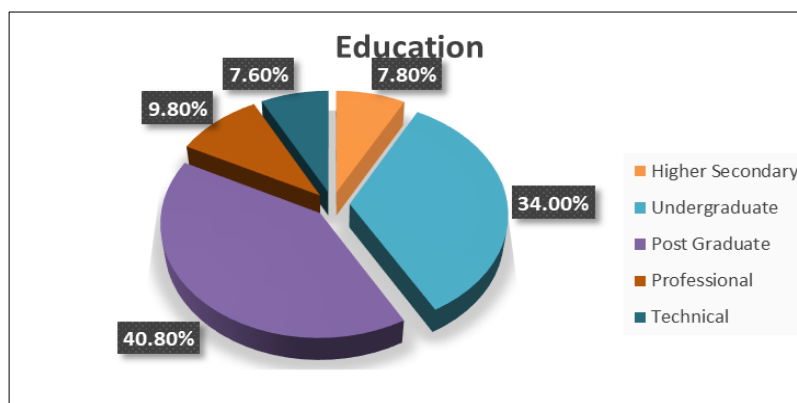


Fig 4: Education of Respondents

3.3.5 Occupation of Respondents

Respondents are classified according to their professions, these include government jobs, private jobs, self-employed, unemployed and student. The majority of the respondents

26.20% have private job followed by 24.20% respondents are self-employed, 22.20% respondents are unemployed, 16.40% respondents have govt. job and 11% respondents are student.

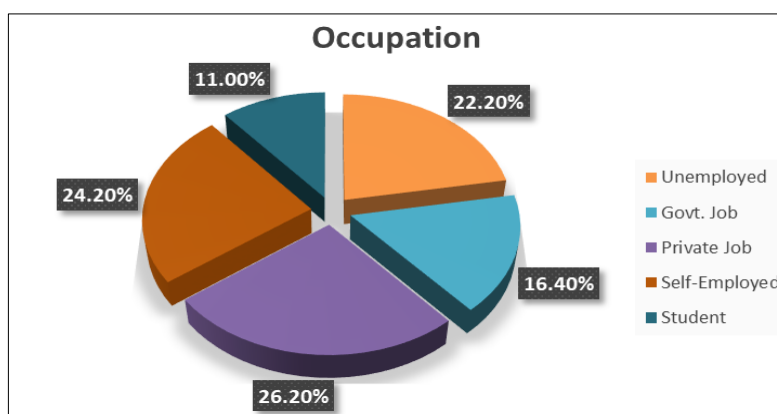


Fig 5: Occupation of Respondents

3.3.6 Family Type of Respondents

Family types include the how many generations of members in the respondent's family. It is divided into three groups - Nuclear family, Joint family and Extended family. The

majority of respondents 58% are living in a joint family, 30% respondents live in a nuclear family and 12% of respondents live in Extended families.

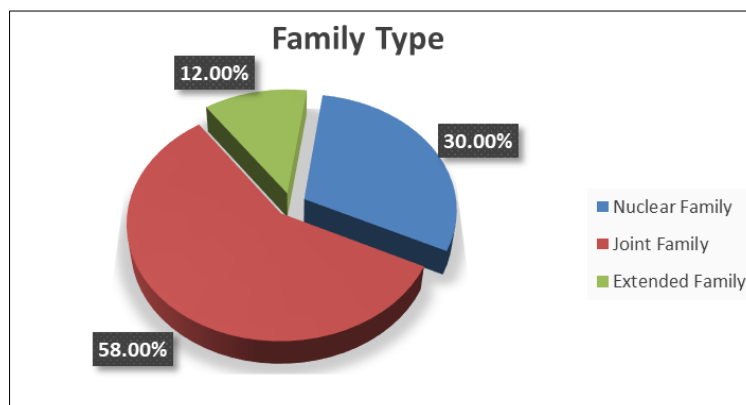


Fig 6: Family types of Respondents

3.3.7 Family Monthly Income of Respondents

The income earned by the family per month is considered the monthly income of the respondents. The majority of respondents 40.60% monthly earn between 15000-30000,

22.20% respondent's monthly income is above 50000, 21.80% of respondent's monthly income is less than 15000 and 15.40% of respondent's monthly income is between 30001-50000 out of total no. of respondents.

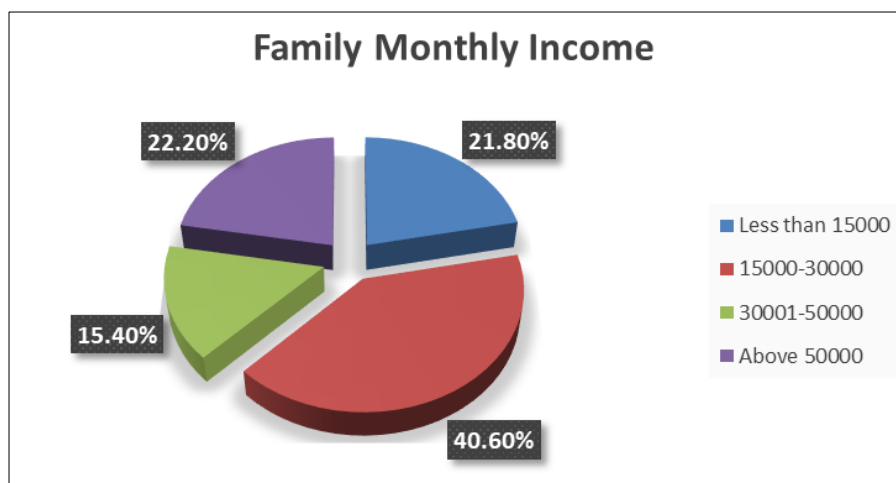


Fig 7: Monthly Income of Respondents

3.3.8 How long to use social media by Respondents

The majority of respondents, about 51%, have been using social media for more than 5 years, indicating a long-term engagement with digital platforms. This suggests that for over half of the respondents, social media has become an

integral part of their lives. 33.2% reported using social media for 3-5 years. A smaller segment, 12.2%, has been using it for 1-3 years, and only 3.6% of respondents have less than one year of experience with social media.

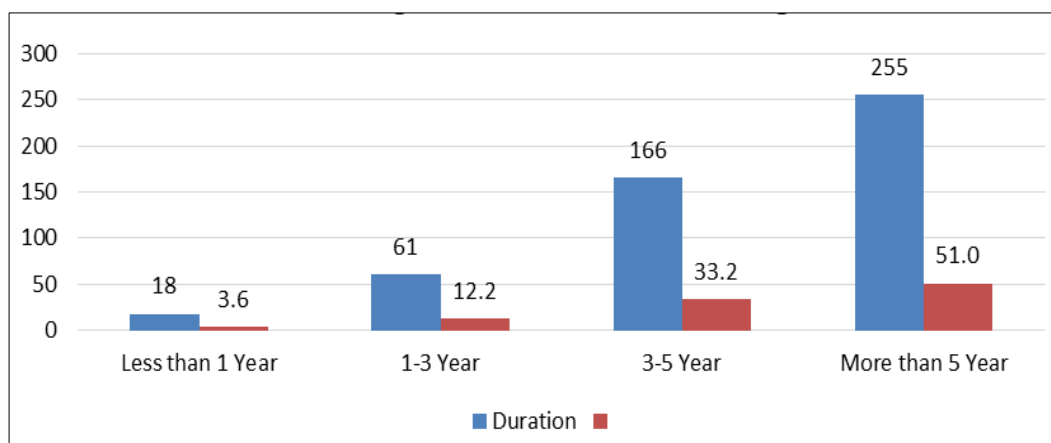


Fig 8: How long to use social media

3.3.9 Social Media Usage per day by respondents

The data shows that social media has become a central part of people's daily lives. The majority, over 50.2% of respondents, spend more than three hours daily on various social media platforms. This clearly indicates that social media is no longer just a secondary activity, but a central part of daily routines, shaping how people connect, make

choices, and live their lives. Meanwhile, some respondents (37%) fall into the moderate-use category, spending one to two hours daily. These individuals can maintain a better balance between online and offline activities than heavy users. Overall, the findings reveal how deeply social media is embedded in people's everyday experiences.

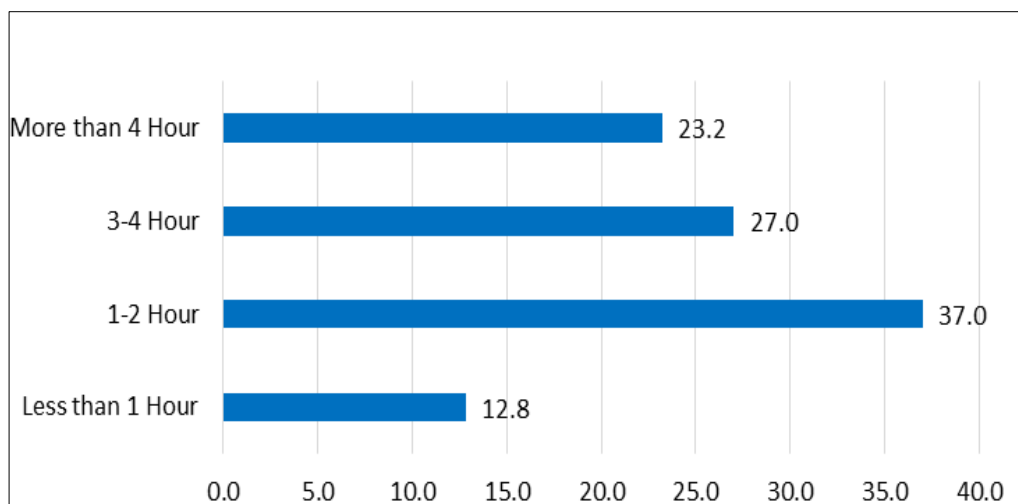


Fig 9: Social Media Usage per day by respondents

3.3.10 Most used social media platform by respondent

YouTube is the most popular social media platform among respondents, with 39.6% identifying it as their most-used app. This reflects the growing appeal of video-based content for entertainment, learning, and information-sharing.

WhatsApp is in second place with 33%, highlighting its role as a key communication tool (both formal and informal). Instagram is the most-used social media platform for 17% of respondents. Facebook, with only 10.4%, is the least-used platform.

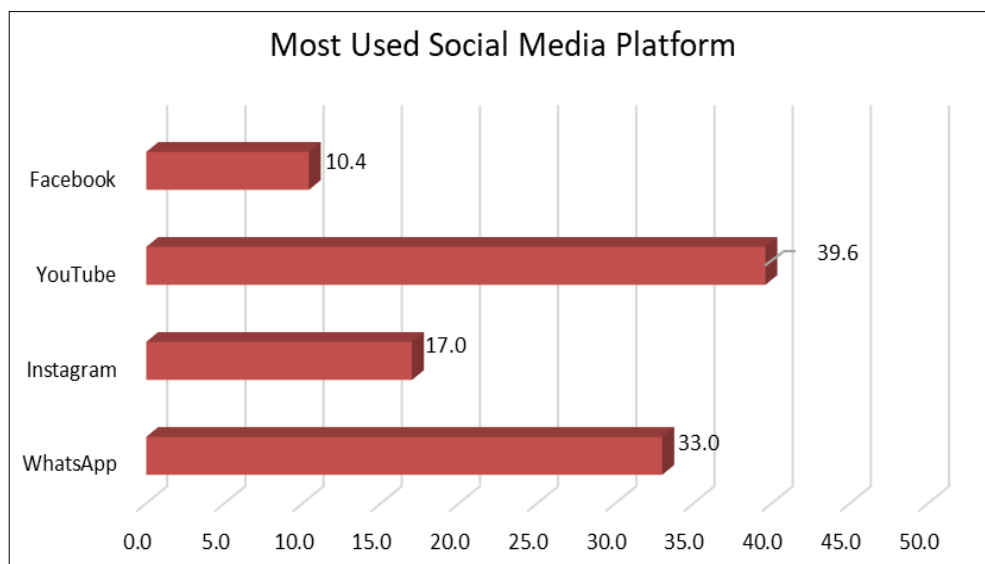


Fig 10: Most used social media platform by respondent

4. Evaluation of Measurement Scale

Reliability Measures

Cronbach's alpha is commonly used to assess the reliability of a scale. The value of Cronbach's alpha for independent variable social media usage like-entertainment is 0.883, for communication it is 0.825, for information it is 0.718, for virtual friendship it is 0.750, for social media influencers it is 0.828, and for depended variable it is 0.845, for If the value of Cronbach's alpha > 0.70, the constructs are found to be acceptable (Fornell & Larker, 1981; Bryman, 2008) [3].

Discriminant Validity Measures

The objectives of the discriminant validity are to confirm that a reflective concept has more robust associations with its indicators than with any other construct. According to Franke & Sarstedt (2019) [6], if the value of Heterotrait-

Monotrait Ratio (HTMT) is below the value of 0.9, then it establishes discriminant validity.

Heterotrait-Monotrait Ratio Matrix applied to assess discriminant validity; each value is below 0.9, therefore, it validates the discriminant validity of the tool.

5. Evaluation of the structural model

The model-determined inspection criteria were used to evaluate the structural equation model. This includes assessing the t and p value measures, the path coefficient, and the direct effect. Smart PLS (trial version) was used to analyze the validated data and create a variance-based structural equation model. Partial least square (PLS) path modelling was the method employed (Henseler *et al.* 2015, Hair *et al.* 2012) [8, 7].

Table 2: Direct effect, Path coefficient and VIF with social media as an independent variable

Variables	Direct effect (R-Square)	Path Coefficient (β)	T-Value	P-value	VIF
Social media-Traditional Transformation	0.025	0.160	3.912	0.000	1.000

The statistical analysis demonstrates that social media has a highly significant impact on traditional values in partner choice, as evidenced by the strong association at the 0.001 significance level. This analysis suggests that social media use is actively changing deeper cultural norms related to mate selection rather than just influencing superficial preferences.

6. Conclusion and Discussion

In the current digital age, social media has emerged as a powerful tool through which values, ideas and cultural practices are reshaped. This study aims to study the impact of social media on the transformation of traditional values in life partner preferences among youth of Chhattisgarh. The results of this study confirm a positive and direct impact of social media use and transformation of traditional values in life partner preferences among youth of Chhattisgarh, thereby supporting our hypothesis.

The findings show that youth using various social media platforms change their life partner preferences after being influenced by social media content and social media influencers.

The findings also point to the emergence of a hybrid transformation process in which traditional family-based decision-making structures continue to have an impact while increased digital participation reinforces collective peer-driven norms. As a result, young people today choose partners in a state of transition where social media-mediated values coexist with and progressively alter long-standing cultural expectations.

References

- Allendorf K. Schemas of marital change: from arranged marriages to eloping for love. *J Marriage Fam.* 2013 Apr;75(2):453-469. DOI: 10.1111/jomf.12003.
- Alterovitz SS-R, Mendelsohn GA. Partner preferences across the life span: online dating by older adults. *Psychol Aging.* 2009;24(2):513-517. DOI: 10.1037/a0015897.
- Bryman A. *Social research methods.* 3rd ed. New York: Oxford University Press; 2008.
- Buss DM, Schmitt DP. Mate preferences and their behavioural manifestations. *Annu Rev Psychol.* 2019;70:77-110. DOI: 10.1146/annurev-psych-010418-103408.
- Fornell C, Larcker DF. Evaluating structural equation models with unobservable variables and measurement error. *J Mark Res.* 1981;18(1):39-50.
- Franke GR, Sarstedt M. Heuristics versus statistics in discriminant validity testing: A comparison of four procedures. *Internet Res.* 2019;29(3):430-447.
- Hair JF, Sarstedt M, Ringle CM, Mena JA. Assessment of the use of partial least squares structural equation modeling in marketing research. *J Acad Mark Sci.* 2012;40(3):414-433.
- Henseler J, Ringle CM, Sarstedt M. A new criterion for assessing discriminant validity in variance-based structural equation modeling. *J Acad Mark Sci.* 2015;43(1):115-135.
- Kamble A, Bhatia R. Issues and effectiveness of matrimonial websites in mate selection. *IJRAR Int J Res Anal Rev.* 2019;6(2):427-435. <http://www.ijrar.org/IJRAR19K3045.pdf>
- Kulandairaj AJ. Impact of social media on the lifestyle of youth. *Int J Tech Res Appl.* 2014;2(8):22-28.
- Livingstone S. Taking risky opportunities in youthful content creation: teenagers' use of social networking sites for intimacy, privacy, and self-expression. *New Media Soc.* 2008;10(3):393-411. DOI: 10.1177/1461444808089415.
- Locke K, Mastor KA, Macdonald G, Barni D, Morio H, Reyes J, *et al.* Young adults' partner preferences and parents' in-law preferences across generations, genders, and nations. *Eur J Soc Psychol.* 2020;50:903-920. DOI: 10.1002/ejsp.2662.
- Nosrati S, Sabzali M, Arsalani A, Darvishi M, Aris S. Partner choices in the age of social media: are there significant relationships between following influencers on Instagram and partner choice criteria? *Rev Gest Secretariado.* 2023;14(10):19191-19210. DOI: 10.7769/gesec.v14i10.3022.
- Razeghi N, Alizadeh M, Mohammadi Sangcheshmeh S. A sociological study of young people's attitudes towards marriage in the virtual space. *Appl Sociol J.* 2015;86-107.
- Rosenfeld MJ, Thomas RJ. Searching for a mate: the rise of the internet as a social intermediary. *Am Sociol Rev.* 2012;77(4):523-547. DOI: 10.1177/0003122412448050.
- Šetinová M, Topinková R. Partner preference and age: users' mating behaviour in online dating. *J Fam Res.* 2021;33(3):566-591.
- Shukla S, Kapadia S. Transition in marriage partner selection process. *Psychol Dev Soc.* 2007;19(1):37-54. DOI: 10.1177/097133360701900102.
- Sprecher S, Regan PC. Liking some things (in some people) more than others: partner preferences in romantic relationships and friendships. *J Soc Pers Relat.* 2002;19(4):463-481. DOI: 10.1177/0265407502019004048.
- Takayanagi JFGB, Siqueira Jd, Silveira PSP. What do different people look for in a partner? Effects of sex, sexual orientation, and mating strategies on partner preferences. *Arch Sex Behav.* 2024;53:981-1000. DOI: 10.1007/s10508-023-02767-4.
- Walter KV, Beam CD, Buss DM, Asao K, Sorokowska A, Sorokowski P, *et al.* Sex differences in mate preferences across 45 countries: a large-scale replication. *Psychol Sci.* 2020;31(4):408-423. DOI: 10.1177/0956797620904154.