

North Asian International Research Journal Consortium

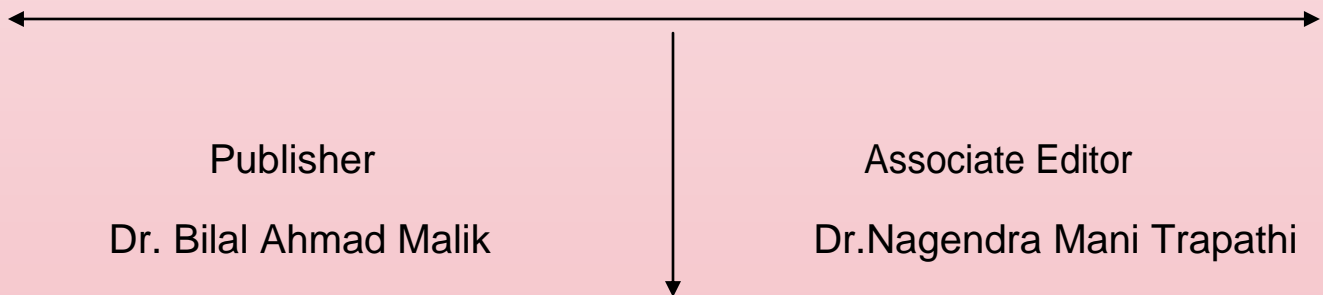
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BPO EMPLOYEES ATTITUDE TOWARDS MARRIAGE

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ABSTRACT:

Marriage and Family are two important institutions in Indian society. Due to a complex set of socio-economic and cultural factors the institutions of marriage and family are constantly changing. One of the significant factors of change in marriage and family in contemporary India is changes in Indian economy. However, the dynamic forces of globalization have introduced new elements into the marriage picture. It has been observed that the employees in BPOs have their own conceptions of marriage life. Their professional role and working conditions have influenced on institutions of marriage. On this background the study aims at empirically understanding the BPO employee's attitudes towards marriage. Finally the study reveals that respondent's attitudes are open-minded with respect to marriage system.

Key Words: BPO Employees, Attitude, Marriage, Information Technology.

INTRODUCTION

Marriage and Family are two important institutions in Indian society. Change in any one of these may affect the other and social life in general. In India, there is no greater event in a family than a marriage. Marriage is considered as essential for virtually everyone in India. Traditionally, marriage was regarded as a social obligation, a relationship designed to strengthen society by promoting economic security and procreation. Demands of personal gratification and pleasure are subordinated and the individual is called upon to make marriage a success by means of compromise and adjustment under the accepted social system. Marriage is perceived by Sociologists as a system of roles of a man and a woman whose union has been given social sanction as husband and wife. The equilibrium of the system requires adjustment between the two partners so that, the role enactment of one (partner) corresponds to the role expectations of the other (Ahuja 2005).

Due to a complex set of socio-economic and cultural factors the institutions of marriage and family are constantly changing. One of the significant factors of change in marriage and family in contemporary India is

changes in Indian economy. As a developing economy, India in recent years has been attempting to use the modern Information Technology as a core around which to build modern India. It has formulated an IT strategy that hopes to capitalize on the high global demand of IT services and products. Through joint efforts of Governments and industry, IT enabled services have emerged as niche opportunities for India in global context. India has emerged as the leader in Business Processing Outsourcing (BPO). BPO is a form of outsourcing that involves the contracting of the operations and responsibilities of a specific business functions (or process) to a third-party service provider (www.wikipedia.com).

However, the dynamic forces of globalization have introduced new elements into the marriage picture. Some of these are rise in the age at marriage, young people makes their own decision about their future, culture of dating, increasing incidences of divorce and increasing incidences of pre-marital and extra-marital sex. Most of all is the rise of live-in relations or union, an institutional alternative to marriage. The youth today, particularly those drawn into the corporate sector, have began to accord precedence to career over marriage. This has become a source of anxiety to parents, especially those whose child's of marriageable age they away from marriage on account of their preoccupation with their careers. These professions have their own requirements from the role of occupants in this field. These role expectations and the nature of the job and working conditions in IT sector have triggered changes in social life of Indian society. It has been observed that the employees in BPOs have their own conceptions of marriage life. Their professional role and working conditions have influenced on institutions of marriage.

METHODOLOGY

Objectives of the Study:

The main objectives set for the study are:

1. To study the socio-economic background of BPO employees.
2. To study the attitude of BPO employees towards marriage.

The following methodological procedure was used for conducting the present study:

a) Type of Research Design:

For this study descriptive type research design was adopted.

b) The Universe and the Sampling Design:

The present study was carried out in Pune and suburban area of this city by selecting BPO professionals. As per the information available through internet sources, there are around 45-50 major BPO industries working in Pune area. Out of these five BPO companies randomly selected. To carry out the study in a more accurate and easier way, convenience sampling method was adopted. A sample of 250 employees was selected for gathering primary data.

c) Methods of Data Collection:

Primary data were collected with the help of structured questionnaire, discussions with the BPO employees and personal observation as a tool for data collection. Secondary data were collected from books, journals, magazine, articles, published reports, newspaper, internet, unpublished reports, etc.

d) Analysis and Interpretation of Data:

The statistical tools like percentages and averages used to analyze the data. The collected data were analyzed with the help of computer by means of SPSS software and Excel. The out-put was utilized for analysis and interpretation.

MAJOR FINDINGS OF THE STUDY

A) RESPONDENT'S PROFILE:

Sex:

For the current study there was larger percentage of female (62.8 %) than male (37.2 %).

Age and Marital Status:

Majority 110 (63.95 %) of the respondents are unmarried and belongs to 21 to 30 years of age while, 62 (36.04 %) are married in the age group belongs to 21 to 30 years of age.

Academic Qualification:

Most (118 or 47.2 %) of the respondents have completed Graduation while, 31.2 % respondents have completed Diploma, 14.8 % respondents have completed Post Graduation, 4.8 % respondents have completed H.S.C. and remaining 2% respondents have completed ITI education.

Family Background:

The family type, economic class of the family, residential pattern of respondents, educational as well as occupational status of parent’s play a vital role in molding the attitude of the respondents. For the current study majority (73.6 %) of respondents belongs to the Nuclear family, majority (117 or 46.8 %) of respondents parents were graduate, majority (54.8 %) of respondents family occupation was service and majority (158 or 63.2 %) of respondent’s family belonging to middle economic class.

Monthly Salary:

In terms of salary majority (136 or 54.4 %) of respondents having monthly salary in between Rs. 5000-10000 while, 24.8 % in between Rs. 10000- 15000, 15.2 % in between Rs. 15000- 20000 and 5.6 % having monthly salary more than Rs.20000.

B) GENERAL ATTITUDE TOWARDS MARRIAGE

Response about Marriage:

The classification of respondents according to their favorable responses about marriage has been given in table no. 1

Table 1: Response about Marriage

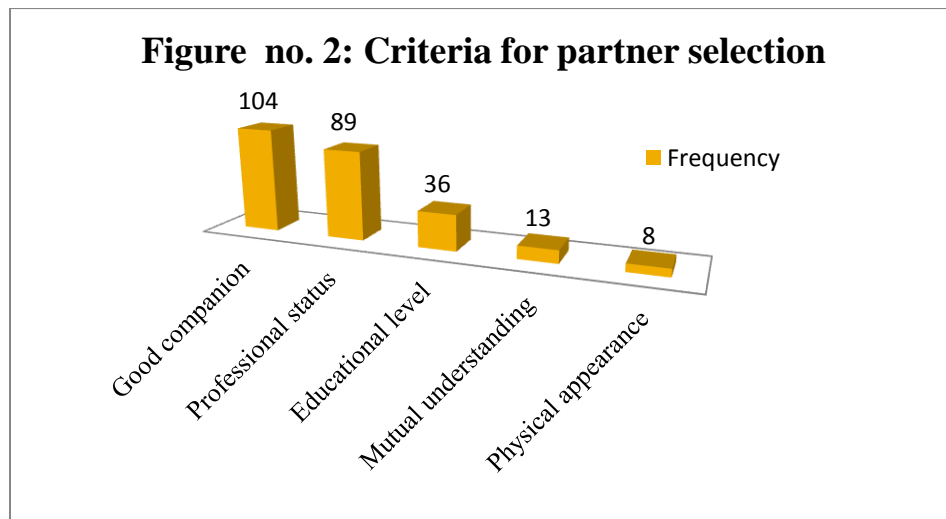
Opinion	Frequency	Percentage
Strongly favor	148	59.2
Favor	97	38.8
Not in favor	03	01.2
Strongly not in favor	01	00.4
Total	250	100.0

The above table shows that, majority (148 or 59.2 %) of respondents give strongly favorable response towards marriage while, 97 (38.8 %) are favor with marriage, 3 (1.2 %) are not in favor and only 1(0.8 %) are strongly not in favor towards marriage.

Criteria for Partner Selection:

With fast growth of industrialization, urbanization, spread of education and modern values, there has come about a gradual change in a modern young people’s notions about marriage. In the present study an attempt is made to know the choices of respondents regarding the qualities of partners which they like. What is the youth of today looking for or what are the factors that they give importance to, when choosing a marriage partner? To study this, the respondents were given a list of possible attributes and asked to rate them in the order of importance.

The distribution of respondents according to their relatively important criteria of mate selection has been given in figure no. 2

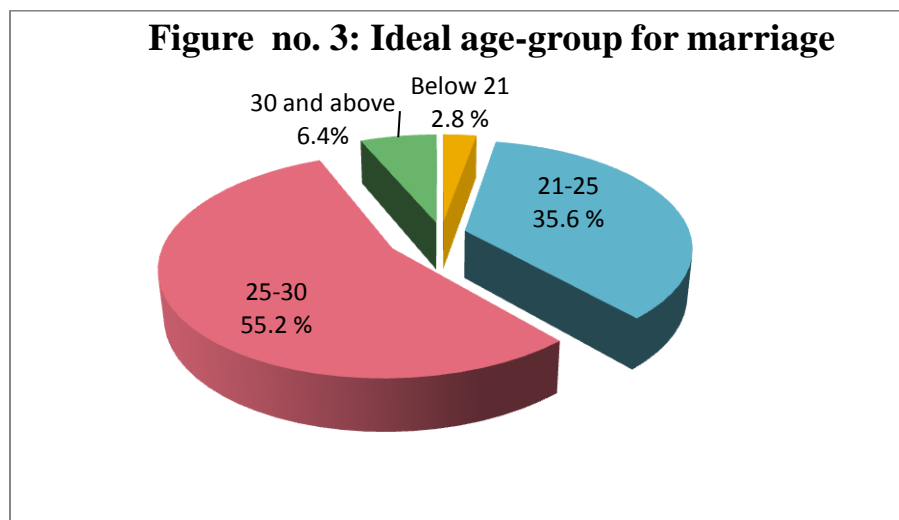


The results given in above figure no. 2 clearly indicates that, good companionship was given the highest rating by majority (104 or 41.6 %) of respondents while, choosing a partner on the basis of his or her profession was also given more importance by 89 (35.6 %) respondents, the partner's educational background was another important criterion given by 36 (14.4 %) respondents, the mutual understanding of the partner was rated by 13 (5.2 %) respondents and the physical appearance of the partner was rated higher by 8 (3.2 %) respondents.

These five differences thus seem to be in keeping with traditional criteria for partner selection. Based on explanation of past trends and those made in this study there seems to be some change in the criteria used by respondents for partner selection. With the recognition of greater equality between the sexes, urban educated youth seem to view marriage more as a partnership, companionship being given the greatest importance. While choosing a partner on the basis of his or her profession was also given more importance in today's industrial society. This shows that place of caste taken by profession. Other factors such as the educational background, physical appearance and mutual understanding are also being considered in the selection of a marriage partner.

Ideal Age group of Marriage:

Age of marriage has varied in Indian society. The respondents were asked to express their opinions concerning at which ideal age group they give importance for marriage. The data on figure no. 3 shows the average ideal age group of marriage reported by the respondents.



The results given in above figure clearly indicate that majority (138 or 55.2 %) of the respondents prefer 25-30 years as the ideal age group of marriage while, 89 (35.6 %) of the respondents prefer 21-25 years as the ideal age group of marriage, 16 (6.4 %) prefer 30 and above years as the ideal age group of marriage and 7 (2.8 %) prefer below 21 years as the ideal age group of marriage.

These results clearly indicate that wanting to marry at a younger age group has declined and that wanting to marry at an older age group has increased, for both males and females in Indian society. This has revealed that the desire has shifted to 'later marriages'.

Dowry to be an important consideration in settling Marriage with Sex of the Respondents:

The data on table no. 4 shows the sex wise distribution of the respondent attitudes towards dowry to be an important consideration in settling marriage.

Table no. 4: Sex wise distribution of the respondent’s attitudes towards dowry to be an important consideration in settling marriage.

Sex	Dowry to be an important consideration in settling marriage				Total
	Quite important	Somewhat important	Not very important	Very unimportant	
Male	03	11	79	00	93
Female	00	00	30	127	157
Total	03	11	109	127	250

From the above table no. 4, it was seen that majority (127 or 80.89 %) of female respondents feel that dowry to be very unimportant consideration in settling their marriage while, 30 (19.10 %) are feel that dowry to be not very important consideration in settling their marriage. However, 79 (84.94 %) male respondents are feeling that dowry to be not very important consideration in settling their marriage, 11 (11.82 %) feel that somewhat important and only 3 (3.22 %) feel quite important. It can therefore be concluded that while there are still some who endorse the dowry system, there are many who oppose it.

Attitudes towards Premarital Counseling:

The sex wise distribution of respondents according to their attitude towards premarital counseling has been given in table no. 5.

Table 5: Sex wise distribution of respondents according to their attitudes towards Premarital Counseling

Sex	Premarital counseling			Total
	Strongly favor	Favor	Not in favor	
Male	93	00	00	93
Female	74	74	09	157
Total	167	74	09	250

The finding indicates that irrespective of sex, more than 96% (241) of the respondents were favorable attitude towards premarital counseling while, less than 3% (9) were against it.

Attitude towards Sex Education:

The sex wise distribution of respondents according to their attitude towards sex education has been given in table no. 6.

Table 6: Sex wise distribution of respondents according to their attitudes towards Sex Education

Sex	Sex Education			Total
	Strongly favor	Favor	Not in favor	
Male	80	03	10	93
Female	107	33	17	157
Total	187	36	27	250

The findings indicates that irrespective of sex, more than 89% (223) of the respondents were in favor of sex education while, 27 (10.8 %) were against it.

Attitude towards the Alternative forms of Marriage:

In Indian society, with the start of modernism, traditional outlook took a backseat. Now a day’s traditional marriage is considered as a loss of individuality, loss of privacy, lack of freedom, lack of social and sexual variety, lack of individual growth, boredom and dullness, dissatisfaction with spouse, feeling trapped, not accommodating each other, sexual frustration, problems with-in-laws. All these factors have lead to a change in the form and purpose of marriage. These factors have given rise to alternative forms of marriage. It is very interesting in this study to know all these changes from the view point of members of contemporary society. Therefore respondents were asked what are their attitudes towards the following alternative forms of marriage which is now emerge in Indian society.

The classification of respondents according to their favorable responses regarding alternative forms of marriage has been given in table no. 7.

Table 7: Attitudes towards the Alternative forms of Marriage

Alternatives	Favor	Not in Favor	No opinion	Total
Remain Single	23 (9.2%)	227 (90.8%)	--	250
Long-term cohabitation/ Live-in relationship	46 (18.4%)	193 (77.2%)	11(4.4%)	250
Role-reversal marriage	36 (14.4%)	206 (82.4%)	08 (3.2%)	250
Egalitarian Marriage	74 (29.6%)	176 (70.4%)	--	
Child-free marriage	62 (24.8%)	188 (75.2%)	--	250
Five-year evaluation and renewal of marriage	53 (24.8%)	184 (73.6%)	13 (5.2%)	250
Consensual Extramarital Sex	17(6.8%)	230 (92%)	03 (1.2%)	250
Serial Monogamy	12 (4.8%)	238 (95.2%)	--	250
Group marriage	04 (1.6%)	246 (98.4%)	--	250

The major findings concerning the attitudes of respondents towards alternative forms of marriage are that a large number of the respondents stated that they would continue traditional form of marriage. However, we can also observe remarkable viewpoints of respondents on alternatives forms of marriages.

CONCLUSION

On the basis of the above findings, it was concluded that the Indian society has witnessed rapid social and cultural change during the last few decades because of phenomenal spread of transformation and communication facilities, industrialization and modern urbanization. The traditional sectarian and primitive values are gradually being replaced by universalistic value system. It becomes clear from this study that modern values in working environment of Information Technology Industry in general and BPO Industry in particular have been successful in bringing about attitudinal change among their employees relating to marriage. The traditional values attached to marriage institutions and practices are in the process of transformation. In general, the study reveals that respondents attitude are open-minded with respect to arranged marriages, love marriages, ideal age at marriage, dowry system, counseling, sex education and alternatives to marriage To what extent these liberal sentiments would affect the marriage and the family system in Indian society remains to be seen in the future.

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