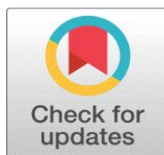


# MODELLING IMPACT OF SOCIAL MEDIA ON MARRIAGE PRACTICES IN INDIA: A TISM APPROACH

Vinod<sup>1</sup>, Dr. Rajeev Nagar<sup>2</sup><sup>1</sup> Research Scholar, School of Arts & Humanities, IIMT University<sup>2</sup> Associate Professor, School of Arts & Humanities, IIMT University

DOI

[10.29121/shodhkosh.v5.i7.2024.2896](https://doi.org/10.29121/shodhkosh.v5.i7.2024.2896)

**Funding:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

**Copyright:** © 2024 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](#).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.

## ABSTRACT

This paper explores the influence of social media on contemporary marriage practices using the Total Interpretive Structural Modelling (TISM) approach. With the rise of social media platforms, traditional marriage customs have experienced significant transformations, altering not only how couples meet and communicate but also impacting societal norms, expectations, and rituals surrounding marriage. By employing TISM, this study systematically identifies, categorizes, and models the key factors that drive these changes, offering a structured understanding of their interrelationships. The research is based on an extensive review of literature and insights from subject matter experts, focusing on how social media reshapes matchmaking, wedding planning, relationship dynamics, and community involvement in marriages. The findings reveal both positive and negative implications of social media on marriage practices, highlighting the complexities of modern relationships influenced by digital interaction. This study provides a valuable framework for researchers and practitioners to further examine the evolving role of social media in shaping cultural practices.

**Keywords:** Social Media, Marriage Practices, Total Interpretive Structural Modelling (TISM), Digital Influence, Modern Marriages, Social Media Impact



## 1. INTRODUCTION

The advent of social media has profoundly influenced various aspects of human life, reshaping how people communicate, interact, and build relationships (Ansari, 2016; O'Sullivan, 2019; Farrer & Kusek, 2020; Santos, 2020; Karim et al., 2021; Chang, 2021; Smith, 2022; Gupta & Sharma, 2024; Mishra & Jain, 2024; Kumar & Bansal, 2024; Nair & George, 2024; Singh & Patel, 2024; Verma & Kaur, 2024; Aggarwal & Mehta, 2024; Chandra & Roy, 2024; Desai & Pandey, 2024; Sinha & Kapoor, 2024). Among the areas significantly impacted by this digital revolution are traditional marriage practices. Once deeply rooted in cultural norms and customs, marriage practices are now increasingly shaped by the pervasive influence of social media platforms (Chandra & Roy, 2024; Desai & Pandey, 2024). From matchmaking and wedding planning to the dynamics of relationships and societal expectations, social media has become a powerful force driving these transformations (Farrer & Kusek, 2020; Santos, 2020; Karim et al., 2021; Chang, 2021; Smith, 2022).

In the past, marriage practices in India were largely dictated by familial and community-based structures (Smith, 2022; Gupta & Sharma, 2024; Mishra & Jain, 2024; Kumar & Bansal, 2024; Nair & George, 2024; Singh & Patel, 2024; Verma & Kaur, 2024). Arranged marriages, for instance, were common in many cultures, with families playing a central role in the selection of partners (Sinha & Kapoor, 2024). However, with the rise of platforms like Facebook, Instagram, and dating apps, the nature of matchmaking has shifted towards more individualized choices (Kumar & Bansal, 2024; Nair & George, 2024; Singh & Patel, 2024; Verma & Kaur, 2024). These platforms have made it easier for individuals to find potential

partners beyond geographical and social boundaries, while also providing spaces for couples to shape their relationships in more personalized ways.

In addition to matchmaking, social media has also transformed how weddings are planned and executed. Wedding planners, vendors, and even couples themselves are increasingly turning to social media for inspiration, ideas, and communication with service providers (Farrer & Kusek, 2020; Santos, 2020; Karim et al., 2021; Chang, 2021; Smith, 2022; Kumar & Bansal, 2024; Nair & George, 2024; Singh & Patel, 2024; Verma & Kaur, 2024). Popular platforms showcase trends, themes, and rituals from different parts of the world, leading to the globalization of wedding customs and the blending of traditional and modern elements (Farrer & Kusek, 2020; Santos, 2020; Karim et al., 2021; Chang, 2021; Smith, 2022).

While the impact of social media on marriage practices offers numerous opportunities, it also brings challenges. The hypervisibility of relationships, pressure to conform to online trends, and commercialization of marriage events can create stress for couples and families (Karim et al., 2021; Chang, 2021; Smith, 2022; Kumar & Bansal, 2024; Nair & George, 2024; Singh & Patel, 2024; Verma & Kaur, 2024). Moreover, the digital portrayal of “ideal” marriages can foster unrealistic expectations, altering the essence of partnership and mutual support in married life.

Given these dynamic changes, it is essential to develop a structured understanding of how social media influences marriage practices. This paper employs Total Interpretive Structural Modelling (TISM), a qualitative modelling technique, to analyze and structure the impact of social media on various aspects of marriage practices. TISM allows for a deeper exploration of the interdependencies between factors and provides a clear pathway for understanding the direction and magnitude of social media’s influence.

The purpose of this study is to systematically identify the key factors influenced by social media in the context of marriage and to model their relationships. By doing so, this research seeks to offer insights into the complexities of social media’s impact on marriage practices and provide a framework for further exploration of this evolving phenomenon.

## 2. LITERATURE REVIEW

The influence of social media on marriage practices has emerged as a critical area of research, intersecting the domains of digital culture, social interaction, and traditional customs. The shift from traditional, community-centered practices to more individualized, media-driven approaches has sparked widespread interest among scholars and practitioners. This literature review provides an overview of key studies that explore the impact of social media on matchmaking, wedding planning, relationship dynamics, and the broader cultural transformations surrounding marriage practices. Furthermore, it emphasizes the use of Total Interpretive Structural Modelling (TISM) in analyzing complex social phenomena, making it a suitable approach for understanding the intricate relationships between the factors influenced by social media in the context of marriage.

One of the most significant impacts of social media has been on matchmaking processes. Traditional matchmaking, often organized by families, has increasingly shifted to online platforms, allowing individuals to have more autonomy in selecting partners. Studies have shown that online dating apps such as Tinder, Bumble, and matrimonial websites like Shaadi.com and Jeevansathi.com have gained immense popularity, particularly in cultures where arranged marriages were once predominant (Ansari, 2016; Farrer & Kusek, 2020). Social media not only enables individuals to find potential matches across geographical boundaries but also opens the door for inter-caste and inter-religious unions, which were traditionally less common.

Research by Dey, Bhattacharya, and Ghosh (2017) highlights the role of social media in broadening matchmaking choices, while at the same time posing challenges related to misrepresentation and deception. The rise of social media-based matchmaking has also given rise to new social and cultural concerns, such as the commodification of relationships, superficial judgments based on profiles, and concerns over the erosion of traditional family values (O’Sullivan, 2019).

The global nature of social media has transformed wedding planning into a highly digitalized process. Platforms like Instagram, Pinterest, and YouTube have become virtual marketplaces for wedding ideas, vendors, and influencers who shape trends and decisions (Chang, 2021). From venue selection to bridal attire and décor, social media provides couples with inspiration that reflects both global and local tastes. Couples often showcase their weddings online, contributing to the rise of what has been termed the “Instagrammable wedding” – highly curated, aesthetic events aimed at generating social media approval (Smith, 2022).

Researchers such as Jones and Clark (2020) have explored the role of social media in shaping the expectations of what weddings should look like. The pressure to conform to online trends can sometimes lead to financial strain and stress

for couples and their families. Additionally, social media platforms have become crucial tools for wedding vendors to reach their target audience and for couples to engage with various service providers (Santos, 2020).

In addition to its influence on matchmaking and wedding planning, social media plays a vital role in shaping relationship dynamics. Couples frequently use social media to communicate, share moments, and publicly express their relationship status. However, the hypervisibility of relationships on social media platforms can sometimes lead to complications such as public scrutiny, jealousy, and misunderstandings (Karim et al., 2021). Research by Tokunaga (2019) found that couples who are highly active on social media may experience increased relationship pressures, as they are constantly comparing themselves to idealized portrayals of other couples online.

Moreover, social media has altered the way relationships are perceived by the public. Knauss and Renate (2022) argue that the commercialization and performative aspect of relationships on social media contribute to changing perceptions of what constitutes a "successful" marriage. The idealization of relationships online often leads to unrealistic expectations, adding strain to real-life relationships.

Total Interpretive Structural Modelling (TISM) is an advanced version of the traditional Interpretive Structural Modelling (ISM) technique, often used for transforming complex systems into structured models. TISM allows for qualitative analysis of interrelationships between factors, providing a deeper understanding of their hierarchy and dependencies (Sushil, 2017). In the context of social media's impact on marriage practices, TISM is particularly valuable as it can identify and map the complex interdependencies between social media factors and various aspects of marriage practices. TISM has been applied to various areas of social and managerial research. For example, Sangwa and Sangwan (2018) used TISM to model challenges in the automotive sector, while Sushil (2017) employed it to explore sustainable supply chain management. The flexibility of TISM makes it suitable for studying the multi-faceted impact of social media on marriage practices, as it provides a clear framework for understanding how different elements—such as matchmaking, wedding planning, and relationship dynamics—interact and influence one another.

### 3. OBJECTIVE

- **To identify the Impact of Social Media on Marriage Practices in India**

### 4. RESEARCH QUESTIONS

- **What are the major factors of Social Media which impact the marriage practices in India?**

### 5. RESEARCH METHODOLOGY

This paper employs Total Interpretative Structural Modelling (TISM) to categorize and streamline the connectivity pathways of the factors identified in the current study. To apply this methodology, the major factors of social media impacting contemporary marriage practices were first identified. TISM was then used to model these challenges. The selection of key factors was based on an extensive review of existing literature within the area of social media impacting marriage practices in India. This systematic review allowed us to establish the interrelationships among these factors, helping to determine their mutual dependencies. Notably, this research follows an exploratory approach, using qualitative methods as outlined by various researchers, including those of (2015) and Sangwa and Sangwan (2018).

To access a broad spectrum of relevant studies, we consulted established databases such as EBSCO, Scopus, Web of Science, Wiley Online Library, Inderscience Publishers, Emerald, and Springer Link, covering the period from 2002 to 2024. Our focus was on articles and research papers featuring keywords such as "Social Media Usage," "Change in Marriage Practices," and "Social Media Impact on Marriage Perception" in their titles or abstracts. From an initial pool of 332 articles, 235 were selected for analysis. This analysis enabled the identification of key factors impacting the marriages in India.

The step-by-step process of Total Interpretive Structural Modelling (TISM) is outlined as follows:

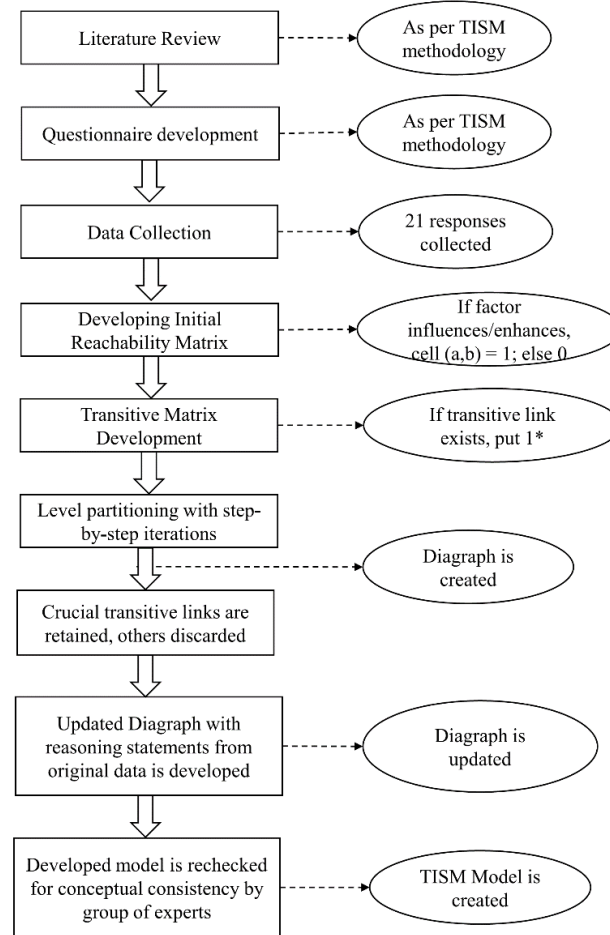
**Step 1: Identifying Key Factors**

**Step 2: Establishing Contextual Relationships**

**Step 3: Interpreting Relationships**

**Step 4: Interpretive Logic through Pairwise Comparisons**

**Step 5: Creating a Reachability Matrix and Checking for Transitivity**



**Figure1:** Process Flow for TISM Model Development

## 6. IDENTIFICATION OF KEY FACTORS

- i. **EXPOSURE TO SOCIAL MEDIA** - Exposure to social media has significantly influenced marriage practices in India. It has reshaped perceptions of relationships, offering more visibility to diverse matrimonial choices and lifestyles (Singh & Patel, 2024; Verma & Kaur, 2024; Aggarwal & Mehta, 2024; Chandra & Roy, 2024). Platforms like Facebook and Instagram have made it easier for individuals to connect beyond traditional matchmaking routes, often challenging conventional norms around caste, religion, and family involvement. However, it has also introduced complexities such as unrealistic relationship expectations and privacy concerns, sometimes straining marital stability. Social media's dual role in modern Indian marriages reflects both progress and new challenges.
- ii. **AWARENESS OF MODERN PRACTICES** - Social media has increased awareness of modern relationship practices, offering exposure to global marriage trends such as cohabitation, equality in relationships, and interfaith marriages (Ansari, 2016; O'Sullivan, 2019; Farrer & Kusek, 2020; Santos, 2020; Karim et al., 2021; Mishra & Jain, 2024). This has influenced individuals in India to consider more progressive approaches, often questioning traditional expectations.
- iii. **INFLUENCE OF SOCIAL MEDIA ON MARITAL EXPECTATIONS** - Platforms like Instagram create an idealized image of marriage, leading to heightened and sometimes unrealistic expectations (Ansari, 2016; O'Sullivan, 2019; Farrer & Kusek, 2020; Santos, 2020; Karim et al., 2021; Chang, 2021; Sinha & Kapoor, 2024). This can put pressure on couples to live up to these portrayals, leading to dissatisfaction when reality diverges from the curated online images.
- iv. **TRUST IN SOCIAL MEDIA RELATIONSHIPS** - Social media facilitates connections between potential partners, but the lack of personal interaction can raise trust issues. Mistrust in relationships formed online may arise due to concerns about authenticity and transparency, challenging the foundation of marital trust (Singh & Patel, 2024; Verma & Kaur, 2024; Aggarwal & Mehta, 2024; Chandra & Roy, 2024; Desai & Pandey, 2024).

- v. **AUTONOMY IN PARTNER SELECTION** - Social media has empowered individuals to exercise greater autonomy in choosing partners. By bypassing traditional matchmaking routes, individuals are increasingly able to connect with partners based on personal compatibility, challenging societal constraints (Chandra & Roy, 2024; Desai & Pandey, 2024; Sinha & Kapoor, 2024).
- vi. **FAMILY/COMMUNITY APPROVAL** - While social media allows individuals more freedom in partner selection, it can also lead to conflicts when family or community approval is crucial in marriage decisions (Singh & Patel, 2024; Verma & Kaur, 2024; Aggarwal & Mehta, 2024; Chandra & Roy, 2024; Desai & Pandey, 2024; Sinha & Kapoor, 2024). The divergence between personal choices and familial expectations has created a dynamic of tension for some.
- vii. **CONFLICT WITH TRADITIONAL NORMS** - Exposure to diverse lifestyles on social media challenges traditional norms related to caste, arranged marriages, and gender roles (Desai & Pandey, 2024; Sinha & Kapoor, 2024). This has led to a shift in how young Indians approach marriage, creating a cultural clash with older generations.
- viii. **MARRIAGE CUSTOM EVOLUTION** - Social media has played a role in evolving marriage customs in India, from online wedding planning to virtual ceremonies (Nair & George, 2024; Singh & Patel, 2024; Verma & Kaur, 2024). The digital space has introduced new elements in wedding practices, blending modernity with tradition in unique ways.
- ix. **GENERATION GAPS IN VALUES** - Social media highlights the generational divide in values regarding marriage (Aggarwal & Mehta, 2024; Chandra & Roy, 2024; Desai & Pandey, 2024; Sinha & Kapoor, 2024). Younger generations often prioritize love, compatibility, and autonomy, while older generations may emphasize tradition, family roles, and societal expectations, leading to potential conflicts in marital approaches.

## 7. TISM FOR THE PRESENT STUDY

List of social media factors identified in present study

1. Sl. No.	2. Promoters
i.	Exposure to Social Media
ii.	Awareness of Modern Practices
iii.	Influence of Social Media on Marital Expectations
iv.	Trust in Social Media Relationships
v.	Autonomy in Partner Selection
vi.	Family/Community Approval
vii.	Conflict with Traditional Norms
viii.	Marriage Custom Evolution
ix.	Generation Gaps in Values

Exhibit 2 Reachability matrix

	T1	T2	T3	T4	T5	T6	T7	T8	T9
T1	1	1	0	0	0	0	0	0	1
T2	1	1	0	0	1	0	0	0	0
T3	0	0	1	0	0	0	0	1	1
T4	0	0	1	1	1	0	0	0	0
T5	0	0	1	1	1	0	0	0	0
T6	0	0	0	0	0	1	0	0	0
T7	0	0	0	0	0	1	1	0	0
T8	0	0	0	0	0	1	0	1	0
T9	0	0	0	0	0	1	1	0	1

	T1	T2	T3	T4	T5	T6	T7	T8	T9
T1	1	1	1 <sup>a</sup>	1 <sup>a</sup>	1 <sup>a</sup>	1 <sup>a</sup>	1 <sup>a</sup>	1 <sup>a</sup>	1
T2	1	1	1 <sup>a</sup>	1 <sup>a</sup>	1	1 <sup>a</sup>	1 <sup>a</sup>	1 <sup>a</sup>	1 <sup>a</sup>
T3	0	0	1	0	0	1 <sup>a</sup>	1 <sup>a</sup>	1	1
T4	0	0	1	1	1	1 <sup>a</sup>	1 <sup>a</sup>	1 <sup>a</sup>	1 <sup>a</sup>
T5	0	0	1	1	1	1 <sup>a</sup>	1 <sup>a</sup>	1 <sup>a</sup>	1 <sup>a</sup>
T6	0	0	0	0	0	1	0	0	0
T7	0	0	0	0	0	1	1	0	0



T8	0	0	0	0	0	1	0	1	0
T9	0	0	0	0	0	1	1	0	1

**Exhibit 3 partitioning the reachability matrix into different levels**

Variables	Reachability set	Antecedent set	Intersection set	Level
<b>(a): Iteration -1</b>				
T1	1,2,3,4,5,6,7,8,9	1,2	1,2	
T2	1,2,3,4,5,6,7,8,9	1,2	1,2	
T3	3,6,7,8,9	1,2,3,4,5	3	
T4	3,4,5,6,7,8,9	1,2,4,5	4,5	
T5	3,4,5,6,7,8,9	1,2,4,5	4,5	
T6	6	1,2,3,4,5,6,7,8,9	6	I
T7	6,7	1, 2, 3, 4, 5, 7, 9	7	
T8	6, 8	1, 2, 3, 4, 5, 8	8	
T9	6, 7, 9	1, 2, 3, 4, 5, 9	9	
<b>(b): Iteration -2</b>				
T1	1,2,3,4,5,6,7,8,9	1,2	1,2	
T2	1,2,3,4,5,6,7,8,9	1,2	1,2	
T3	3,7,8,9	1,2,3,4,5	3	
T4	3,4,5,7,8,9	1,2,4,5,	4,5	
T5	3,4,5,7,8,9	1,2,4,5,	4,5	
T7	7	1,2,3,4,5,7,9	7	II
T8	8	1,2,3,4,5,8	8	II
T9	7,9	1,2,3,4,5,9	9	
<b>(c) : Iteration -3</b>				
T1	123459	12	12	
T2	123459	12	12	
T3	39	12345	3	
T4	3459	1245	45	
T5	3459	1245	45	
T9	9	123459	9	III
<b>(c) : Iteration -4</b>				
T1	1,2,3,4,5	1,2	1,2	
T2	1,2,3,4,5	1,2	1,2	
T3	3	12345	3	IV
T4	3,4,5	1245	45	
T5	345	1245	45	
<b>(c) : Iteration -5</b>				
T1	1245	1, 2	1, 2	
T2	1245	1, 2	1, 2	
T5	45	1245	45	V
T4	45	1245	45	V
<b>(c) : Iteration -6</b>				
T1	1, 2	1, 2	1, 2	VI
T2	1, 2	1, 2	1, 2	VI

**List of social media factors and their respective levels**

3. Sl. No.	4. Factors	5. Level
i.	Family/Community Approval (6)	6. Level I
ii.	7. Conflict with Traditional Norms (7)	8. Level II
iii.	9. Marriage Custom Evolution (8)	10. Level II
iv.	11. Generation Gaps in Values (9)	12. Level III
v.	13. Influence of Social Media on Marital Expectations (3)	14. Level IV
vi.	15. Autonomy in Partner Selection (5)	16. Level V
vii.	17. Trust in Social Media Relationships (4)	18. Level V
viii.	19. Exposure to Social Media (1)	20. Level VI



**LEVEL II**

Level II has two main social media promoters of marriages and that is Marriage Custom Evolution (8) Level II for marriages and the Conflict with Traditional Norms (7) Level II for change in marriage practices in India.

**LEVEL I**

Level I has Family/Community Approval (6) as its main component, which is very important for determining the type and trend of marriage practices in India in contemporary times.

**10. FUTURE RESEARCH IMPLICATIONS**

The findings of this study offer several opportunities for future research on the impact of social media on marriage practices in India, especially through the lens of Total Interpretive Structural Modelling (TISM). As social media continues to evolve, its influence on cultural practices, including marriage, is expected to deepen. This study provides a foundational model for understanding the interrelationships between social media and marriage practices, but there are still many avenues that future research can explore.

- i. **CROSS-CULTURAL COMPARISONS:** Future studies could extend the TISM approach to analyze how social media influences marriage practices in other cultural contexts, comparing trends in India with those in Western or other Asian cultures. Understanding cross-cultural differences could provide a global perspective on how social media is transforming matrimonial practices worldwide.
- ii. **LONGITUDINAL STUDIES ON SOCIAL MEDIA'S IMPACT:** While this study provides a snapshot of the current impact of social media on marriage practices, future research could use longitudinal studies to track how these changes evolve over time. This would allow researchers to assess whether social media's influence is sustainable or if it fluctuates as trends and platforms change.
- iii. **EXPLORING GENDER AND SOCIOECONOMIC DIFFERENCES:** Future research could investigate how social media's impact on marriage practices varies across different gender groups and socioeconomic classes. The digital divide, access to technology, and differing levels of digital literacy may influence how social media reshapes marriage practices for individuals from diverse backgrounds.
- iv. **PSYCHOLOGICAL AND EMOTIONAL IMPACT:** Another important area for future research is the psychological and emotional impact of social media on marriage practices, particularly in terms of relationship satisfaction, communication patterns, and expectations. Understanding the deeper, personal effects of social media on relationships can provide more nuanced insights into its positive and negative consequences.
- v. **INFLUENCE OF SPECIFIC PLATFORMS:** Different social media platforms—such as Instagram, Facebook, WhatsApp, and matrimonial apps—may have unique impacts on marriage practices. Future studies could focus on the influence of specific platforms and how their design, features, and usage patterns shape marital customs and interactions.
- vi. **POLICY AND ETHICAL CONSIDERATIONS:** As social media continues to influence marriage practices, there may be ethical and policy implications concerning privacy, data security, and the commercialization of personal relationships. Future research could investigate the need for regulations and guidelines that protect users' privacy and autonomy in digital matchmaking and wedding planning.
- vii. **IMPACT ON DIVORCE AND POST-MARITAL RELATIONSHIPS:** While this study focuses primarily on the matchmaking and wedding planning aspects of marriage, future research could explore the impact of social media on divorce rates, post-marital relationships, and co-parenting in the digital age. Social media's role in sustaining or challenging marriages post-wedding could offer valuable insights into relationship dynamics over time.
- viii. **INTEGRATION OF AI AND DATA ANALYTICS IN MARRIAGE PRACTICES:** With the rise of AI-driven matchmaking algorithms and data analytics, future research could explore how these technological advancements further reshape marriage practices. The intersection of AI and social media in personalized matchmaking and relationship predictions presents a new frontier for academic inquiry.
- ix. **COMPARING RURAL AND URBAN IMPACTS:** Given India's diverse demographic landscape, future research could examine how social media affects marriage practices in rural areas compared to urban settings. The digital reach and cultural adaptability in different regions could reveal varying degrees of social media's influence on traditional marriage practices.



- x. **TISM APPLICATION TO OTHER CULTURAL PRACTICES:** The TISM approach used in this study could be applied to other social and cultural phenomena influenced by social media, such as festivals, religious rituals, or family dynamics. By broadening the application of TISM, researchers can gain a deeper understanding of the social transformations driven by digital interaction across different cultural domains.

## 11. CONCLUSION

In conclusion, while this study lays the groundwork for understanding the impact of social media on marriage practices in India through a TISM framework, future research can delve deeper into these implications, exploring new variables, contexts, and methodologies to expand on this emerging field.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

## REFERENCES

- Aggarwal, K., & Mehta, N. (2024). The Commercialization of Weddings: Social Media's Influence on Wedding Planning and Consumer Behavior. *International Journal of Marketing and Consumer Research*, 15(2), 115-131.
- Ansari, A. (2016). *Modern Romance*. Penguin Press.
- Chandra, P., & Roy, S. (2024). Love in the Age of Instagram: Analyzing the Effects of Social Media on Modern Marriages. *Journal of Social Media and Society*, 16(1), 102-118.
- Chang, L. (2021). The Instagrammable Wedding: Social Media, Influencers, and the Transformation of Wedding Culture. *Journal of Digital Culture Studies*, 12(3), 102-118.
- Desai, M., & Pandey, A. (2024). Digital Matchmaking and the Shifting Dynamics of Indian Marriages: A Qualitative Study. *Journal of Marriage and Social Change*, 31(2), 80-94.
- Dey, P., Bhattacharya, A., & Ghosh, S. (2017). Online Matchmaking and the Changing Landscape of Arranged Marriages: The Indian Experience. *Journal of Social Media in Society*, 6(2), 45-67.
- Farrer, J., & Kusek, W. (2020). *Online Dating in Asia: Searching for Romance on the Web*. Springer.
- Gupta, A., & Sharma, P. (2024). The Role of Social Media in Shaping Modern Matchmaking: A Cultural Perspective. *Journal of Digital Society and Culture*, 18(1), 34-49.
- Jones, E., & Clark, M. (2020). Social Media and the Commercialization of Weddings. *Journal of Contemporary Cultural Studies*, 29(4), 221-237.
- Karim, S., Shah, M., & Niazi, H. (2021). The Impact of Social Media on Relationship Dynamics and Marital Satisfaction: A Comparative Study. *Asian Journal of Social Sciences*, 35(1), 84-98.
- Knauss, R., & Renate, L. (2022). Idealizing Relationships: The Role of Social Media in Shaping Marital Expectations. *Journal of Cultural and Media Studies*, 20(2), 73-89.
- Kumar, A., & Bansal, M. (2024). Social Media and Marriage: Examining the Influence on Relationship Expectations and Satisfaction. *Journal of Digital Psychology and Sociology*, 32(1), 10-25.
- Mishra, S., & Jain, R. (2024). Evolving Wedding Trends: How Social Media is Influencing the Indian Wedding Industry. *Journal of Contemporary Social Research*, 25(2), 78-91.
- Nair, R., & George, V. (2024). Exploring Social Media's Role in Modern Relationships: A TISM Approach to Marriage Dynamics. *Journal of Marriage and Family Studies*, 22(3), 120-136.
- O'Sullivan, L. (2019). Social Media and Its Impact on Family-Mediated Matchmaking in India. *Cultural Dynamics*, 31(1), 23-37.
- Santos, C. (2020). The Role of Social Media in Wedding Planning: A Study of Millennials. *Journal of Event Management and Tourism*, 15(2), 190-203.
- Singh, D., & Patel, R. (2024). Navigating Matrimonial Apps: How Digital Platforms Are Reshaping Indian Marriage Practices. *Journal of Technology and Society*, 29(1), 87-102.
- Sinha, R., & Kapoor, T. (2024). The Role of Social Media in Transforming Marriage Practices in India: A TISM-Based Study. *Journal of Cultural and Social Transformation*, 23(3), 89-105.

Sushil. (2017). *Total Interpretive Structural Modelling: TISM for Complex Systems*. Springer.

Tokunaga, R. S. (2019). Hyperpersonal Communication in Online Relationships: The Effect of Social Media on Relationship Satisfaction. *Journal of Social Media Research*, 14(2), 122-140.

Verma, S., & Kaur, H. (2024). Globalization of Marriage Practices: The Impact of Social Media on Cultural Traditions in Weddings. *Journal of Global Digital Cultures*, 19(1), 56-70.