The Moderating Effects of Wedding Food Costs on the Late Marriage among the Malay Male Adults

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Abstract

This paper reports on an empirical investigation into the causes of the late marriage among the Malay male adults in Malaysia. A descriptive research design using a quantitative approach was applied in this study, and the Malay male adults were the unit of analysis. The sample population was chosen among the selected single Malay male adults with age ranging from 30 to 40 years old. Three hundred and nineteen questionnaires were successfully collected. Through the application of descriptive and inferential statistics, some useful insights pertaining to the issue investigated significantly disclosed. Achieving higher than self-sustaining incomes, careers and advanced educational qualifications have given the weighty impacts, and the most remarkable finding is that food costs which include the wedding feast for the guests and other related amenities have the most significant influence on the late marriage among the Malay males' adults in Malaysia. In other words, inability to provide the top expenses indeed the obvious cause. Such a phenomenon creates not only creates a burden to the male adults but given numerous consequences and implications to the community, society, and nation.

Keywords:

Marriage, Wedding, Food Cost, Muslim

1 Introduction

Most people agree that marriage is a social norm and it is found in every religion, nation, and culture as the union of two devoted individuals (Goldstein & Kenny, 2001). The union of men and women through marriage is not only an institution for the

couple, but means the unification of both families (Abdullah, 2009a). Marriage is important for the development of the family and society for almost all mankind (Abdullah, 2009a, 2009b; Abdullah, Musa, & Zain, 2010; Ikamari, 2005). Jemain (2001) contended that as social life is moving forward parallel with globalization and modernization, few western countries might no longer regarding marriage as mandatorily legitimate despite some still believe in the necessity of marriage (Ali, 2012).

According to Fukutomi (2002) and Abdullah (2009b) marriage is surrounded by traditions, customs, cultures and religious obligations that greatly vary among ethnics' groups, countries, social classes, and religions. In Islam, marriage is one of the most important Islamic teachings, regard as institutions and it is treated as a sacred event of a union of two members of the opposite sex to avoid cohabitation which is strictly prohibited or *haram* (Jemain, 2001). In other words, Islam prohibits two members of the opposite sex from living together without a marriage bond. Henceforth, to ensure a good fertility and promote healthier community growth, young adults who are reaching maturity, capable mentally and financially are encouraged by Islam and many other religions to enter into early wedlock (Jemain, 2001).

Despite marriage being part of a Muslim's obligation, the economy, education and career advancement are believed to be not only altering the perception of Muslim young adults regarding early marriage, but are deliberately causing them to delay of tying the knot or ending their bachelorhood (Abdullah, 2009a; Jemain, 2001; Martín, 1992). This is not only occurring in a world-wide setting (Jones, 2003; Botting, 2011), but the phenomenon of late marriage is also happening to Malay male adults in Malaysia, and the trend is increasing in momentum (Jemain & Ghani, 2003; Mahmud, Azman, Aziz, & Ismail, 2012). As reported, the percentages of late marriage with the unmarried men in the age group of 21 to 25 was stated to be around 80.4 percent in 2011, and it has risen to 88.3 percent in 2012 (Department of Statistic Malaysia, 2013). As a target population for this study, the percentage of unmarried men in the age group of 30 to 35 years had substantially increased from 14.5 percent in the late nineties to almost 30 percent in 2013.

The progressive increments of the late marriage of Malay male mature adults are causing great concern among the older generation, and the government as this inevitably decline in the nation's fertility which widens the age gap between the young and the elderly and the percentage of the population growth. As cited by Rahman (2011), Lembaga Penduduk dan Pembangunan Keluarga Negara listed several significant factors influencing the late marriage of mature adults that include financial status, discrepancies in a future spouse match, education and career advancement security.

In addition to those factors, the cost of food for the wedding customary practices is also assumed to have a certain degree of effect on the late marriage among Malay male adults in Malaysia. The rising cost of dowries or *hantaran / mahar* with a substantial portion of the cost is going to food which is related to the wedding reception may also have a significant impact of this causation (Abdullah, 2009b; Azahari, Saripudin, & Wahab, 2009). Although Islamic teaching does not encourage

Muslims to overspend on their wedding receptions, however, owing to the attachment of customs, cultures, traditions and the wave of modernization, the higher demands to showcase the wedding are manifestly apparent (Abdullah, 2009b). As substantial amounts of money need to be spent by male adults to get married, thus it is argued that inability to fulfill all related wedding costs including food could delay marriage among the Malay Muslim young adults.

Abdullah (2009b) articulated that food is one of the functional materials in the cultural juncture of traditions and customary practices and it has been embedded prehistorically as a social component in Malay wedding receptions. To see whether this phenomenon holds true, an empirical evidence, therefore needs to be gathered, even though the relationship between financial status, income capability, career advancement, higher education advancement and the late marriage has been extensively studied (Arunachalam, 2007; Azahari et al., 2009; Elm & Hirschman, 1979; Goldstein & Kenney, 2001; Ikamari, 2005; Jemain & Ghani, 2003; Jones, 2012).

Thus, to fill the study gaps, this paper is empirically diagnosing the reasons for the late marriage among the Malay male adults. This main objective is supported by four hypotheses.

- H₁: There is a positive relationship between education and late marriage
- H₂: There is a positive relationship between income and late marriage.
- H₃: There is a positive relationship between career and late marriage
- H₄: Wedding food cost moderates the relationship between socio-economic characteristics and late marriage.

2 Literature Review

2.1 Marriage from Religious Perspectives

Marriage is generally one of the most important phases in a young adult's life, and it is commonly understood to be a union of two individuals in which a man and a woman who are pronounced to be husband and wife, to live together for the rest of their lives (Gorsuch, 2010). Ali (2012) defines marriage as a legitimate affiliation or a contract between two parties of the opposite sex who will share their life together, and the event is treated as an important institution for most people as a way to develop their family. The general purpose of marriage is to have a family and to fulfill biological needs in terms of sexual intimacy between a husband and wife. Gazalba (1981) acknowledges marriage as an adult's social norms, a religious mandate, financial capabilities, love and passion, persuasion of a significant other, sexual affection and others and Gazalba's also determined that marriage served two functions, namely social and biological. Correlated with Gazalba's social function, Goldstein and Kenney (2001) elaborates marriage into several theories such as social theory, institutional theory, and economic theory. Social theory associates marriage with a social norm that creates a social institution among the opposite sex and gives more benefits than staying single while the institutional theory designates it as a family system that should prevail despite any environmental changes such as modernization

and globalization (Goldstein and Kenney, 2001). The economic theory dictates that marriage acts as the joint economics of the couple that instantaneously secures the overall welfare of the family (Gorsuch, 2010).

Despite the social function, marriage is known to be embedded and practiced differently in varying religions such as Islam. Christianity, Buddhism, Hinduism and Judaism (Abdullah, 2009b; Fukutomi, 2002; Quah, 2008), although it is similar to the concept of uniting two individuals to live together (Adamczyk & Hayes, 2012). In Islam, marriage is a sacred and sought after a moment in a Muslim's life, regardless of any external or environmental changes. Ali (2012) ascertains that marriage one of the most important aspects of a Muslim's life and lies at the heart of the ideal envisioned Islamic society. This embodies the obligatory mandate to grow further the Muslim society. Akad Nikah is an obligatory act in a Muslim's marriage where the actual solemnization takes place upon agreement in the presence of the witnesses and wali (guardian) and signed documents before a man can be a legitimate husband to a woman (Afzal, Hashmi, & Nizami, 1973b; Ali, 2012; Gazalba, 1981). Apart from that, there is a monetary gift called Mahar in Arabic which is made mandatory for a Muslim man to give to his wife (Ali, 2012). A similarity is found in Christianity where marriage is strictly for couples of the opposite sex. A Christian marriage is kept between the couple without any third partner throughout the duration of their living together (Lasnoski, 2011) and it is similar in other world major religions. This differs from Islam where it is possible for a man to marry at most, four (4) women within his capability (Ali, 2012).

2.2 Late Marriage and its Determinants

It is undeniable that the globalization and the waves of modernization have brought a new trend and adjustment to socio-economics, culture and customary practices (Chandamrong, 1999; Coontz, 2004). Globalization and modernization have raised the cost of living (Abdullah, 2009) and the economic demand is positively associated with the postponement of childbearing (Martin (2002). Marks et al. (2000) posited that socio-economics that govern education, income, and occupation are correlated with one another, and in other words, education partially plays a supplementary role in determining income earning, occupation or career development (Goldstein and Kenny (2001). These elements also determine one's ability to afford many things in life. Socio- economics as argued by scholars is a determinant of marriage (Azahari et al., 2009; Garenne, 2004; Goldin & Katz, 2002; Holman & Li, 1997; Jampaklay, 2006; Jones, 2012). Individuals in a higher socio- economic group with good educational attainment, income and occupation are found to be more likely to tie the knot early (Goldstein and Kenny's, 2001). However, these attributes are also to be the precursors of the trends towards late marriage (Azahari et al., 2009; Garenne, 2004; Goldin& Katz, 2002; Holman & Li, 1997; Jampaklay, 2006; Jones, 2012). Career advancement, the acquisition of higher education and earnings are showing a certain degree of need for postponing marriage among the young adults (Garene, 2004; Sathar & Kiani, 1998). Ikamari (2005) stated that setting career goals in one's mind means one may ignore the relevance of marriage and the financial state of an individual is involved in coping with having a family (Timmerman, Lodewyckx & Wets, 2009).

2.3 Wedding Food Cost

At a wedding, food is metaphorically used for a myriad of reasons including symbolism, superstition, social mechanics (Noor, Zakaria, Shahril, Hadi & Zahari, 2013) and is part of culture and traditions (Rearick, 2009 and Lowe (1997). Food is embedded in weddings and as the central locus of the event and it is associated with a substantial amount of cost. In this sense, wedding food costs can be defined as the expenses allocated within the wedding budget that are specifically designated for food related necessities through the whole phase of a wedding processes (Abdullah, 2009b; Horioka, 1987; Mohamed et al., 2010). These foods related necessities include the wedding gifts, wedding reception, edible gifts for the guests, wedding cakes and other traditional ritual food related symbolic practices (Abdullah, 2009b; Mohamed et al., 2010). Zahari et al. (2011) contended that a wedding involves almost all aspects of cost including food through its preparation, cooking, serving and consumption. They further argue that the growing sophistication brought by globalization and modernization in food service businesses like catering services leads the wedding host to engage such services for the food and other requirements for the wedding events (Abdullah, 2009b Abdullah et al., 2010). It is no exaggerating that through catering services the wedding reception is becoming an area of extravagance among the wedding hosts to impress the guests and this directly increases the overall wedding food cost (Abdullah, 2009). In fact, Su-Lyn (2013) states that the wedding food cost is the highest amount of the wedding budget and the wedding ceremony now become a commercial value.

3 Methodology

3.1 Sample and Instruments

In diagnosing the causes of late marriage among the Malay male adults, a descriptive research design using a quantitative approach through a cross sectional study was applied. The sample population came from among the selected Malay males in the category of mature young adults with ages somewhere around 30 to 40 years and who have yet not married. The contextual study setting of the data collection mainly covered the Wilayah Persekutuan and Selangor as these two states are the most developed states in Malaysia with a huge population density and also have the highest number of unmarried males mature young adults.

A self-completed questionnaire was designed, and items in each dimension (independent, moderating and dependent variables) were designed by the researchers. The survey instrument is comprised of four sections. Section A was designed with dichotomous and nominal scales as it only looking at the respondents' backgrounds. Section B assesses the effects of socio-economic characteristics through

its dimensions, namely education, income, and career toward late marriage among the Malay male. Section C was designed to measure the concern about the food costs towards the wedding events, and Section D was designated for the late marriage by measuring the perceived readiness of Malay male respondent to enter the wedlock. All the three sections used the five interval Likert scales.

3.2 Data Collection Process

With regard to the data collection process, the respondents who were Malay Male young adults aged between 30 and 40 years who are yet not married were initially identified through friends, relatives, and virtual social networking. Those who met the stipulated criteria was contacted by telephone, email, and online social networks such as Facebook and WhatsApp to obtain permission and their willingness to be part of the survey. Upon their agreement, the survey was conducted personally by the researchers. Owing to lack of time, distance, and working engagement of the respondents, some of the questionnaires were sent via the internet directly to the identified respondents. Apart from that, the researchers also posted invitations on their Facebook account for wider respondent participation. Three weeks were spent on the survey, and as a result of the positive feedback, 259 responses were obtained, and 60 questionnaires were received online. In sum, a total of 319 usable questionnaires were successfully collected from both techniques.

4 Results and Discussion

4.1 Reliability and Validity

The reliability test was undertaken for Sections B, C and D separately. The results showed that the instrument and items used were reliable with a coefficient alpha value at 0.90 for Section B, 0.71 for Section C and 0.70 for Section D. The underlying relationships between items in each stipulated dimension were statistically tested with Exploratory Factor Analysis (EFA) as most of the items used were newly developed. Using Principal Component Analysis with varimax rotation and Kaiser Normalisation on the 42 items with factor loading of 0.30, five factors were extracted with three items deleted. The five factors were education (EDU with 9 items), Income (INC with 8 items), Food cost (COST with 6 items), Late Marriage (LATE with 8 items) and career (OCC with 8 items).

4.2 Descriptive Statistics

Descriptive analysis was undertaken on three independent variables (education, income, career) moderating variable (food cost) and dependent variable (late marriage)

4.2.1 Education advancement

The range of mean scores from 3.51 to 3.80 indicates that Malay male adults are in agreement with the items in the education advancement dimension. As such, they agreed that acquiring a higher level of education (M=3.78, Edu 1) and commitments toward education interfere their marriage decision (M=3.67, Edu 2). These commitments include the tight study schedule (M=3.80, Edu 3), the program duration (M = 3.61, Edu 4) and devoting the extra time in their study (M = 3.56, Edu 5). Other constraints that cause the causation is related to higher tuition fees in acquiring advanced educational levels (M=3.51, Edu 6), fulfilling costly assignments in a higher educational program (M=3.55, Edu 7) and settling study loans (M=3.55, Edu 8). For the most part, the Malay male adults believed that marriage slightly interfered with their study progress (M = 3.53, Edu 9).

4.2.2 Income

Looking at the mean scores which range from 3.55 to 3.91, it is evident that the Malay male adults agreed with items in the income dimension. They agreed that marriage involves much financial cost (M=3.82, Inc 9) as their state of income is insufficient for their early marriage (M=3.74, Inc 9) therefore agree that they are not ready to have a family (M=3.91, Inc 9). It is interesting to note that Malay male adults are in agreement that they are less able to save substantial amounts of money for marriage (M=3.66, Inc 9) and the postponement of marriage is driven by the increase in wedding costs (M=3.65, Inc 9), thus agree that it would take a slightly longer time to save money in order to cover the wedding expenses (M=3.56, Inc 9).

4.2.3 Career

Within the career dimension, the Malay male adults again agreed with all the items probed in this section. As such, they agreed that pursuing the expected career $(M = 3.62, \, \text{Occ 1})$ and securing a career position $(M = 3.51, \, \text{Occ 2})$ caused them to delay their marriage. In addition, they agreed that tight working schedule of their current position $(M = 3.53, \, \text{Occ 3})$ and having to work extra hours $(M = 3.51, \, \text{Occ 4})$ are part of the reasons for postponing their marriage plan. It is worth mentioning that some respondents agreed that they need to take a part-time job to enable them to fulfill after marriage expenses and this subsequently delays their marriage plan $(M = 3.73, \, \text{Occ 5})$.

4.3 Wedding Food Cost

For the wedding food cost, it can clearly be seen that the Malay male adults generally agreed with most of the items. The majority them strongly agreed that the overall wedding costs are overly expensive (M = 4.06, Cost 1) and the food cost is the highest among other requirements (M = 4.56, Cost 2). With that, they agreed that the cost of the wedding reception or kenduri drew their greatest concern for early marriage (M = 3.72, Cost 3) and owed to their incapacity to pay the cost (M = 3.73,

Cost 4). In addition, they also agreed that high food cost is the reason for delaying their marriage (M = 3.77, Cost 5).

4.4 Late Marriage

The magnitude of the mean score ranging from 3.61 to 4.10 indicates that the Malay male adults agreed with all the items used in measuring their views towards late marriage. They agreed that they are not ready to get married (M= 3.61, Late 1) and admitted they were incapable of being a good spouse and parent for the time being (M = 3.78, 2) as they believe that marriage needs high levels of maturity (M= 3.75, Late 3). This feeling is further supported as they admitted that they are yet not mentally capable of spouse and child responsibility (M = 3.76, Late 4). Besides that, majority of them decided to marry in their late 30s (M = 4.08, Late 5) and are willing to have children at a mature age (M = 3.72, Late 6).

4.5 Relationship between Education Advancement and Late Marriage

To test the strength of the relationship between the education advancement and late marriage as the first hypothesis (H_1) of the study, a single-step multiple regression was conducted. Education dimension items as the predictor and late marriage items as the criterion were collapsed and entered into the equation at once. Table 1 displays the summary of the result.

Table 1: Regression Analysis between Education Advancement and Late Marriage

Predictor	Model 1/Std.
Step 1: Model Variables	
Education Advancement	.353***
R^2	.125
Adj. R²	.122
R ² Change	.125
F – Change	45.178

Note: *p < 0.05, **p < 0.01, ***p < 0.001

From the table, the education advancement could explain 12.5% (R^2 = .125, F–Change = 45.178, p<.000) of the variance in the late marriage. The value (β = .353, p<.000) demonstrated that education advancement has a slight significant contribution towards late marriage among the Malay male adults. In other words, acquiring and commitment to a higher level of education slightly interferes their marriage decision. Therefore, the first hypothesis (H_1) is partially supported.

4.6 Relationship between Income and Late Marriage

The same procedure was applied for the second hypothesis (H₂) which is to test the relationship between incomes as the predictor against late marriage as the criterion variable.

Table 2: Regression Analysis between Income and Late Marriage

Model 1/Std.
.533***
.284
.282
.284
125.976

Note: *p < 0.05, **p < 0.01, ***p < 0.00

From the value in the table, the income factor manages to explain 28.4% (R^2 = .284, F–Change = 125.976, p<.000) of the variance for the Malay male adults. The income factor was found to significantly and positively influence the late marriage. The value (β = .533, p<.000) demonstrates that the state of income or less saved income has a positive impact on the late marriage among the Malay male adults. In actual fact, this holds true from the researchers' observation that a slight change occurs in the Malay male adult of early marriage and this is driven by the financial constraint. In sum, this second hypothesis is supported.

4.7 Relationship between Career and Late Marriage

Single step multiple regression was also utilized for the third hypothesis (H_3) of this study which looks at the relationship between career and the late marriage. The result can clearly be seen in Table 3.

Table 3: Regression Analysis between Career and Late Marriage

	8		
Predictor	Model 1/Std.	Model 1/Std.	
Step 1: Model Variables			
Occupation Characteristics	.505***		
R^2	.255		
Adj. R²	.253		
R ² Change	.255		
F – Change	108.554		

Note: *p < 0.05, **p < 0.01, ***p < 0.001

The career factor can explain 25.5% (R^2 = .255, F—Change = 108.554, p<.000) of the variance in the late marriage. The value (β = .505, p<.000) clearly indicates that the

career factors such as pursuing the expected career or securing a career position are a predictor of late marriage. Again, this phenomenon could hold true as many of Malay male adults postponed or delay their marriage plans owing to career advancement. With this, the third hypothesis (H_3) is well supported.

4.8 Moderating Effect of Wedding Food Costs

The fourth hypotheses (H4) looks at the moderating effect of wedding food cost on the relationship between socioeconomic factors (education, income, and career) as the independent construct and late marriage as the dependent construct. The results of Model 1 from hierarchical regression revealed that socioeconomic factors (education, income, and career) are able to explain the 29.4 percent (R^2 = .29, F-hange =132.210, p<.001) of the variation in the late marriage. The value (β = .54, p<.000) demonstrated that socioeconomic factors (education, income, and career) have an impact on the late marriage among the Malay male adults.

Table 4: Results of the Moderating Effect of Wedding Food Costs on the Relationship

between Socioeconomic Characteristics and Late Marriage

Predictor	Model 1	Model 2	
	β	β	
Step 1: Model Variables			
Socio-Economic Characteristics	.543***		
Step 2: Moderating Variable			
Socio-Economic Characteristics		.325***	
Wedding Food Cost		.233***	
R ²	.294	.350	
Adj. R²	.292	.325	
R ² Change	.294	.350	
F – Change	172.210	216.600	

Note: *p < 0.05, **p < 0.01, ***p < 0.001

In the second model, the wedding food cost as the moderator was entered as another independent variable to influence the dependent variable. It was apparent that wedding food cost explains an additional 5.6 percent (R^2 Change = .350) as a moderator for elements of socio-economic factors to influence late marriage. In addition, the beta value (β =.23, p < .001) of wedding food cost significantly moderates the relationship between socioeconomic factors (education, income and career) and late marriage. Therefore, there is a significant moderating effect of wedding food cost in addition to socioeconomic factors (education, income, and career) on the late marriage among the Malay male adults. Thus, the fourth hypothesis (H₄) is supported.

5 Discussion, Implications, and Conclusion

There is no denying the fact that globalization and modernization have altered many facets of life including the culture and customary practices of the society and indeed it is continually occurring. The alterations have mostly benefited in line with the increasing paced off the economic growth. Despite this , globalization and modernization also pose certain challenges where the rapid economic growth undoubtedly increased the overall cost of living that requires individuals to earn more than self-sustenance income. The effects of those demands at the same time create desire, particularly among the young individuals for a higher educational level, career attainment and the acquisition of higher income, as these elements determining the affordability, capability, and acceptability of many things in life including marriage.

In line with the above notion, this study has proven that achieving beyond a self-sustenance income, socio-economic, career and advanced education acquirements are giving a great impact on the late marriage trends among the Malay male adults in Malaysia. In other words, less income, career, and education restrict the capability of the individual males to fulfill the modern day marriage demands which involve substantial amounts of costs for wedding receptions, feasts and other over the top expenses resulting in the postponing of their marriage plan.

It is interesting to note, and in fact, the most remarkable finding in this study is that besides achieving the higher educational level, career attainment, and acquisition of higher income, food costs which include the wedding feast for the guests and other related amenities significantly influence the late marriage among the Malay male adult in Malaysia. In other words, the incapable of paying the overly high cost of wedding ceremonies indeed is a cause. This holds true as the wedding food cost in Malaysia nowadays is tremendously high with the trend for many Malay families to host extravagant wedding receptions with increased spending on food eagerly, elaborately decorated wedding cakes, fanciful candy bars, and other related matters are being obvious. Such a phenomenon creates not only creates a burden to the male adults but given numerous consequences and implications for the community, society, and nation.

As for the Malay male adults themselves, postponing marriage to a later age arguably decreases the lifespan in terms of reproduction or childbearing periods. For some, fulfilling the wedding costs will lead them to resort to the instant cash acquisitions like loans which will create a multiple burdens for them after marriage. On the social aspects, there is no denying the fact that Malay wedding events have always included foods as the important element because of their symbolism, identity and also as a social bonding among the communities. However, over demanding and spending on the overall wedding cost will cause some individual Malay male adults to delay their marriage due to inability to accommodate the cost, although this act is clearly against the Islamic teaching which strictly emphasizes on moderate spending. For the nation, late marriage among the young adults not only cause the fertility issues, inhibits the growth of the population but limits the future dynamics of human capital and society's economic growth.

With these connotations, it is worthwhile for the nation and society and in the context of this study, the Malay society or family to re-evaluate the trend of charging the extreme cost of a wedding dowry or hantaran / mahar to the bride and most importantly restrain the excessive spending on wedding receptions, particularly on food and other amenities. As marriage is a sacred event in the individual male and female Muslim life, building the family institution and avoiding cohabitation among the young adults is far more important thus the unnecessary costs for the wedding should at least be reduced. Reducing those practices will surely benefit the young couple, the society and the nation as a whole and at the end of the day only the marrying couple who will face their days with the pride and praise of their family, relatives, friends, and community.

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