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Gender Differences in Preferences in Marriage Partner's Selection among University Undergraduates in South-South Zone of Nigeria

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ABSTRACT The study sought to examine gender differences in preferences in marriage partner selection among university undergraduates in south-south zone of Nigeria. The study population was made up of 135 231 university undergraduates in south- south zone of Nigeria. The sample was made up of 1420 university undergraduates randomly selected from 7 universities out of 11 universities in the zone. Independent t- test was used to test the hypothesis at.05 level of significance. The result of the findings indicated that gender differences do not exist in preferences in marriage partner's selection in terms of personality traits, marriage partner's socio-economic status and physical attractiveness. Counseling implications were derived from the findings which include that counselors should create awareness by organizing awareness campaign programmes in the universities on the process of selecting a marriage partner.