

Sexual Satisfaction among Post Millennials

Sarah Carvalho^{1*}

ABSTRACT

Sexual satisfaction has always been one of the primary motivators of human behaviour. As a consequence, it is a very influential aspect of all our lives and Indian society has well-established cultural and social norms surrounding our sex lives. Traditionally, Indian culture only approves of sexual intercourse after marriage and sex is considered as a taboo topic and pre-marital sex and sexual exploration is severely condemned. However, the social rules around matters of sex are more relaxed nowadays. The adolescent and young adult, population of today have more exposure to such topics and have more opportunities and freedom to engage in sexual activities and explore their sexuality. Today's norm involves sexual exploration before committing to long-term relationships or marriage. This is borne out by the 'hookup culture' that is popular among today's youth. There exists a dearth on research about sexual satisfaction in the Indian context. Why do post millennials engage in hookup culture despite the prevailing social norms? How does engaging in sexual encounters against the prevailing social norms affect post millennial individuals? How does the lack of an emotional connection impact sexual satisfaction among post millennial individuals? Personal interview was conducted. The results of this study have significant implications for decoding newly emerging trends and cultural around premarital sex and prevalent hookup culture among today's youth. It can also be evaluated to understand the other behavioral tendencies that arise with such a disconnect.

Keywords: *Sexual Satisfaction, Millennials, Hookup Culture, India*

Hunger, thirst and sex are the three basic biological drives of any reproductive species. To breed and increase is one of the fundamental goals of any species that would want to live over the cycle of evolution. Thus, over time, human beings have committed themselves to raise a family employing communing together and enjoining by marriage to procreate amongst themselves and continue their lineage as a species. As the wheels of time rotated, the rationale behind reproduction kept changing with the advent of societal constructs like family, generation and preserving the community—the motive behind having children shifted its focus to furthering one's own family and maintaining their blood-line. However, given the modernization and changing cultures around the world, people have been seen to grow more experimental with their sexual world widely known as the millennial term of "hookup culture". Such hookups or uncommitted sexual encounters are an emerging trend among the modern popular culture, reflecting a more evolving nature

¹Psychology Student, Christ University, Bangalore, Karnataka, India

*Corresponding Author

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of sexual thought and a change in the social and cultural script around sex (Garcia, Reiber, Massey & Merriwether, 2012). Media representation in terms of literature, digital media, social media and popular television such as movies and television shows can often attest to the prevalence of this hookup culture among the modern-day teenagers and early adolescents. With the current generation aiming towards a less responsible yet more powerful kind of a social dynamic, the “no-strings-attached” aspect of such casual sexual encounters tend to make it all the more appealing for the average person who simply wants to get more experience and exploration into the sexual front before entering into a solemn obligation.

Happy sex life is an integral part of a fulfilling life. What a happy sex life means is subjective, as our sexual desires, expectations and needs differ from person to person changes as we mature. Some people want to have sex daily, while others are content never having sex throughout their lifetime. Sexual satisfaction is associated with relationship quality; indeed, there is a clinical consensus that sexual dissatisfaction is an indicator of relationship difficulties. Sexual pleasure comes in terms of human well-being. Both the general public see the quality of a couple's romantic relationship and sex life quality as linked (Spreecher, 1998; Wincze & Carey, 2001). Despite this subjectivity, there are biological, psychological, physical, and socio-environmental factors that can positively or negatively affect one's sex life. Some of these factors are capable of being flexible according to the environment. Regardless of how much control we exert over these factors, understanding that our sexual function isn't always 100% under our conscious-influence may reduce stigma and encourage people to discuss their sexual health concerns with their healthcare providers.

In today's narrative of getting more of an adventurous feeling and getting a sense of everything around, people, especially in their early teens and adolescent years have taken to sex in a lot more explorative fashion. Such a population is nowadays understood to be the 'millennial' population as they were born in the wake of the new millennium of the year the 2000s. Sexual intercourse, nowadays, is no longer simply practiced as a means of producing children but more of recreational activity. Commonly just referred to as the act of “sex”, it is a broad term, starting from sexual desires, sexual attraction to sexual arousal; from touching each other's hand to touching genitals, to looking into one's eye to making love with each other. In today's generation, sex has taken a turn from making love with each other to just lust over each other. The word love does not exist in connection with sex. Youth indulge in sex without finding the need for love. However, Indian society still follows old traditional roots, and our culture isn't accepting the idea of having sex. Hence, youth yet follow the rule of having sex only after marriage or indulge in sex, without letting the society know to involve less judgment. The topic of sexual satisfaction has various factors affecting the sex, not just the social aspects but also self-relying motives such as communication, self-disclosure, sexual desires and self-esteem.

Right from the 1920s, with the upward push of car use and novel leisure venues all through North America, conventional fashions of relationship beneath neath parental supervision started to fade (Bailey, 1988; Stinson, 2010). A growth in “dating” in this era gave manner to an extra permissive peer-inspired social–sexual script (Bailey, 1988; Stinson, 2010). With visual media, photographs of erotic intercourse started locating their manner into famous culture (Black, 1994; Doherty, 1999). In a competition to this, legal censorship guidelines hooked up in the 1930s and lasted till the past due to 1960s constrained depictions of erotic lifestyles in film, along with descriptions of uncommitted intercourse (Herbert & McKernan,

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1996; Robertson, 2001; Vieira, 1999). Young adults have become even extra sexually liberated within the 1960s with the upward push of feminism, a boom of university celebration events and deposing of parental expectancies as critical to mating and marriage (Laumann, Gagnon, Michael, & Michaels, 1994; Stinson, 2010). Throughout American history, teens have been told, and at the least publicly endorsed, that sexual conduct has to arise within the context of a marital union most effectively. With medical science advancements in fields like contraceptive techniques and birth control, the younger population is more encouraged to experiment and take risks regarding sexual interaction. It is not just heterosexual behaviour, but there is a rise noted in the explorative tendencies of homosexual behaviour, with the LGBTQIA+ community gaining impetus and coming up on major fronts of the societal fabric. However, such promiscuity seems to have minimal positive effects on society as a whole. Hookups may include any sexual behaviour in a seemingly uncommitted context. Nearly all hookups involve kissing; 98% of undergraduate respondents in one study reported kissing within a hookup (Fielder & Carey, 2010). Other behaviours are less ubiquitous.

In another study, a combined 81% of undergraduate respondents engaged in some form of hookup behaviour, with 58% having engaged in sexual touching above the waist and 53% below the waist, 36% performed oral sex, 35% received oral sex, and 34% engaged in sexual intercourse in the context of a hookup (Reiber & Garcia, 2010). Research has found minimal gender differences in terms of hookup behaviours. The term *hookup* focuses on the uncommitted nature of a sexual encounter rather than focus on what behaviours “count.” The ambiguity of this term may allow individuals to manipulate others’ perceptions of their sexual behaviour adaptively. Youngsters mostly do hook-ups because they want to explore their sexual desires and fulfil them while not prioritizing romanticizing their partner. Thus, it has seen to reduce the refractory period between a person being interested in someone and then moving on to another person. There is a common phenomenon to note that people get “bored” a lot easier with their partner, irrespective of how good their love life was. The interpersonal attraction has been seen to be more focused on the physical gratifications rather than the emotional attributes of a person, which has seemed to change the prevailing dating styles to a great extent. With such concepts of experimentation coming in, civility in terms of consent and the grey lines around it are very blurry to the millennials. In the world of algorithms and digitally changing age, social media influences defining perfect body types, representing seemingly beautiful relationships and advocating a certain kind of sexual lifestyle have exploited the terminologies like consent, orgasm and sexual pleasure. These different opinions and ideas on such serious terms have made up a sand dune of serious misconceptions amongst the impressionable minds as such misinformation and wrongful terms are being served through these social media.

Millennials being the most exposed to digital platforms stand the highest risk to tampered notions of sexual pleasure. The unrealistic and unusual form of pornography is a medium of wrongful influence, giving an implicit message to these millennials that their sexual performance has to be similar to those shown in acts of pornography and are supposed to emanate the same kind of pleasure. Their expectations rise to an unusual level making it hard for them to reach the peak sexual experience which we commonly know as an orgasm. All these content and ideas serve through these different platforms become the language that is also catered from one millennial to the other and then also to the whole generation. As they fall victims of these miss informed sources, the millennials are in a position where they face low self-esteem because of their poor sex life which leads to mental stress and other mental health issues however there are not a lot of helpful hands providing the right kind of

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sex education which leads to a stigma in the society both of sex education as well as mental health. The term self-disclosure in the sexual personality gets lost because of these rising stigmata about orgasm consent, self-love, self-sexual exploration and proper communication about sex education which leads to a rising mental health crisis.

With the changing notions around sex and its supposed intentions, there has been a wide variety of location options or in other words, “where” the ones who choose to engage in it decide to do so. In a 2002 study by Paul and Hayes, it was seen that college students report a diverse range of venues inside college itself that stand as preferable hookup points. 67% of such hookups seem to occur in college parties, 57% of them in dormitory rooms, 10% in bars and clubs, about 4% in vehicles and almost 35% at about any random place available. In addition to that, a Canadian study had found out a linear relationship between the leisure period of students and their experimental sexual activity, with holidays and spring breaks seeing a sharp rise in casual sex among early adults within a day of meeting their partners (Herold, Metica-Tyndale, & Mewhinney, 1998). Thus, with increasing scientific advancement, a lot of free time has been associated with

As mentioned earlier, it has been clearly observed that millennial sex is a lot more than just sex. With the notion of “experiencing sex” before entering serious commitments, the Millennials have been seen to tend to engage in riskier behaviour than their older counterparts. Millennials are known more about their sex life, then more about their love life. the motivation behind the study is to talk about how satisfaction in one’s sexual life leads to a person’s individual development through their sexual experience and social perspective. What this study intends to delve upon is to see if there is no emotional connection between the partners, choosing physical satisfaction above love, how social norms affect your sexual satisfaction, how it impacts an individual life’s. The practical relevance of the research is to see the individual thoughts about indulging in the hook-up culture and whether society’s opinion about their character matters to them. Sexual satisfaction is associated with relationship quality; indeed, there is a clinical consensus that sexual dissatisfaction is an indicator of relationship difficulties. Sexual satisfaction is associated with relationship quality; indeed, there is a clinical consensus that sexual dissatisfaction is an indicator of relationship difficulties. Sexual satisfaction comes in terms of human well-being. Both therapist and the general public see the quality of a couple's romantic relationship and the quality of their sex life as linked (Spreecher, 1998; Wincze & Carey, 2001). Happy sex life is an important part of a fulfilling life. What a happy sex life means is subjective, as our sexual desires, expectations and needs differ from person to person changes as we mature. Some people want to have sex daily, while other people are content never having sex throughout their lifetime. Despite this subjectivity, there are biological, psychological, physical, and socio-environmental factors that can positively or negatively affect one’s sex life. Some of these factors are capable of being flexible according to the environment. Regardless of how much control we exert over these factors, understanding that our sexual function isn't always 100% under our conscious-influence may reduce stigma and encourage people to discuss their sexual health concerns with their healthcare providers.

It is imperative to note that hookups are slightly different from a lot of prolonged mutual exchange arrangements for uncommitted sex, like those typically cited with colloquialisms equivalent to “friends with benefits” or FWBs (Jonason, Li, & Richardson, 2011). In terms of standard public discourse, the Urban Dictionary defines FWBs as “two friends who have a relationship while not being showing emotion involved. generally, 2 sensible friends who

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have casual sex without a monogynic relationship or any quite commitment” (Friends with benefits, 2003) and conjointly “a safe relationship, that mimics a true partnership, however, is void or greatly lacking jealousy and different such emotions that accompany a serious relationship” (Friends with benefits, 2005). Yet, standard culture representations e.g., The film Friends with Benefits, released in 2011 starring Mila Kunis and Justin Timberlake recommend FWB partnerships might not really be destitute of romantic elements.

The research focuses on studying “Sexual Satisfaction of Post Millennials” in the teen world, sex is more visible, more acceptable, and more available. Teens are now spending more time with friends, often of the opposite sex and that has seen an increase in sexual behaviour among teenagers. Sex is not seen as a taboo anymore amongst teenagers and mostly teens indulge in sexual activities before adulthood.

Theoretical Background

One of the more popular models used to evaluate sexual satisfaction has been the social exchange model, which developed out of equity theory. Exchange models examine interpersonal relationships about what the partners put into and get out of the relationships (Thibaut & Kelley, 1959; Walster et al., 1978). Equality models argue that satisfaction is also influenced by one's perceptions of how equal one's rewards and costs are to one's partner's rewards and costs. That is, the more individuals perceive their rewards and costs to be equal to those of their partner, the more satisfied they will be. This is similar to aspects of the mutual sexuality approach (Simmons, Slattery, & Smith, 1995)

The interpersonal exchange model of sexual satisfaction (Byers, 1999) proposes that satisfaction with the sexual relationship will be greater to the extent that relationship satisfaction is greater. Second, sexual satisfaction is expected to be greater to the extent that the level of rewards incurred in the sexual relationship exceeds the level of sexual costs. Third, sexual satisfaction will be greater to the extent that the level of rewards and the level of costs that one experiences in the sexual relationship compare favorably to the level of rewards and the level of costs one expects to experience in the sexual relationship. That is, sexual satisfaction will be greater to the extent that the comparison level for rewards or relative rewards exceeds the comparison level for costs or relative costs. Finally, greater sexual satisfaction is expected to be related to greater perceived equality between one's own and one's partner's level of rewards and one's own and one's partner's level of costs in the sexual relationship. Besides, the model predicts that sexual satisfaction is influenced by the history of these four aspects of the relationship more than by the levels of these components at any single point in time.

Sexual Satisfaction, according to evolutionary psychology, considers sexual intercourse as a need for sending genes so that we can have our generation grow. However, technically masturbation feels to be more relaxing. Having a younger partner is mostly fantasy, but the wealthy population only follows it. The concept behind having a younger partner was to have excellent reproducing stamina. During the phase of ovulation, women urge the need for sex. Jealousy plays an important role in sexual intercourse. As men see the attractiveness in the partner and the women see the wealth of the partner. Both want commitment and are scared of losing each other. Due to this aspect, the men are afraid that the women might have genes (sex) of another partner and the women are afraid that she will not be given care if he gets another partner. Another most important criteria what men see in their lady is the waist to hip ratio. It was sexually attractive and even considered healthy for carrying a baby. Even smell plays a role. Partners always want each other to smell good (Shams & Ghahari,

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2018). Human evolutionary behavioral research tries to provide an explanation for sexual conduct via way of means of expertise our evolutionary records and the way this can have an effect on behavioral styles in a given environment. There are several different midlevel evolutionary or organic theories approximately the character of human sexual conduct. These theories searching for to apprehend the manner evolutionary pressures have an effect on human sexual propensities, variation, and, in a few cases, intercourse differences. Sexually reproducing organisms spend a lot together in terms of time, energy, and resources spent in locating and attracting mates—duties which might be needless for asexual reproducers (Daly, 1978). Offsetting the fees of sexual replica in large-bodied organisms is the gain sexual replica offers towards smooth colonization via way of means of parasites and pathogens (Van Valen, 1973). Sexual replica scrambles up genes, growing genotypes which might be novel environments and forcing the parasites and pathogens to start anew of their quest to take advantage of the host. Thus, large-bodied organisms with lengthy lifespans normally gain evolutionarily from sexual replica regardless of its full-size fees.

Demographic data and background of variables

The target group for the study is youth between the age of 18-25 that have been indulging in sexual activities. Besides, they have also faced some sort of problems due to the trending hook-up culture and Society's stigma on indulging in sex at a young age.

Variables

The main variable in this study is hookup culture and social stigma because sexual satisfaction has been found to happen because of physical attraction and not mere love. Social stigma is affected by how an individual life is affected by the societies norms about indulging in sex only after marriage.

The other variables associating with them our love, emotions, communication, self-esteem, orgasm, sexual desires, self-disclosure.

Significance and Scope of the study

The significance behind studying the effects of Post Millennials on sexual satisfaction is that it would help understand how hook-up culture affects a person's sex life. Further, it would also enable to evaluate threatening situations such as social stigma in their sex life. The research would provide an insight into how sexual intercourse throughout an individual's youth life result in shaping their sexual satisfaction, which in turn would have effects on their sexual development. This piece of scientific literature would have its relevance in sub-fields of Psychology such as social psychology, developmental psychology, child psychology, and clinical psychology. When we look at discrimination based on sexual practices from an Indian perspective, looking into the factors affecting post-millennial sexual activity would help us understand what the society's perspective on "sexual intercourse" is. From a developmental perspective, the relationship between the variables show how it affects an individual's development throughout their sexual experiences. How a child perceives the world is dependent upon their upbringing that in turn forms their social schemas. Hence, to understand their outlook towards sexual activity, this research tends to mull over the developmental consequences. On a social perspective, it can be understood how it molds their desire for having sex in terms of hook-up culture. "Hooking-up" has been seen to set a benchmark for sexual satisfaction and how do social norms affect post-millennials sexual satisfaction. The understanding of post millennial behaviour is necessary for their parents too. Hooking up has been mostly seen as a negative activity among Indian parents. However, the present generation seem to have a different outlook towards sexual

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activities. This seems to create a sort of a generation gap between the present and older generation which they need to deal over with. Mental health professionals have been working with this group in close proximity at school/colleges with these issues as they help them foresee the consequences of their actions, giving them a practical perspective about pre-marital sex and let them know if their reasons for having sex are safe or wrong. Open communication between parents and their post-millennial adolescents is generally seen lacking and a research in this field should also communicate with them and not keep topics like this in dark. It would help parents understand their perspective towards sexual behaviour and be more open with them. There are also various reasons which may make a post-millennial engage in sexual activity which has not been explored much. Hence, this research would help enlighten the various factors that could lead such a behaviour.

Research Questions

- Why do post millennials engage in hook-up culture despite the prevailing social norms?
- How does engaging in sexual encounters against the prevailing social norms affect post millennial individuals?
- How does the lack of an emotional connection impact sexual satisfaction among post millennial individuals?

METHODOLOGY

Objectives

- To understand the influence of social norms on post millennial's sexual encounters
- To identify the reasons for which post millennials engage in hookup culture despite the prevailing social norms
- To understand the impact of engaging in sexual encounters against the prevailing social norms, amongst post millennial individuals

Conceptual Definitions

- **Sex** – considered as sexual intercourse.
- **Sexual Satisfaction**- Two people exploring each other's physical desires with respect and reciprocation.
- **Hook-up** - giving and receiving pleasure without any emotional connection
- **Social Stigma** - Social stigma is the disapproval of, or discrimination against, a person based on perceivable social characteristics that serve to distinguish them from other members of society.
- **Post millennials** - The age group from years 18-25

The above conceptual definitions have been utilized in my study, I have asked my participants about them, during the interview to get their perspective on these topics and a better understanding to post millennials outlook to sexual satisfaction.

Research Design

To proceed with the study the sex life among post-millennials must be studied. This study would proceed using the phenomenological approach to understand in detail the experiences of youth having sex. The experiences of sexual satisfaction would be the focus of the study. The ones who were willing to participate were given a consent form with information about the study. They were given a brief introduction to the study, following which they were interviewed about the various aspects of their sexual life.

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The aim of phenomenological analysis is to study the structure of consciousness as experienced from the first-person point of view. to explore in detail how participants are making sense of their personal and social world, and the main reason for a phenomenological study is the meanings particular experiences, events, states hold for participants. The data was analyzed using thematic analysis, i.e. the transcribed data was examined to identify similar patterns in the experiences of the individuals that have been indulging in the hook-up culture. Semantic Approach was used leading to Inductive Approach.

Sample

- **Sample Size** - An ideal sample size for the research was about 6 individuals.
- **Sample Description** - The sample for the study would be youth between the age of 18-25 years who indulge in sex, who have been discriminated by their family, peers, and others in their social circle on multiple occasions for indulging in sexual activities and have been in a hook-up relationship.
- **Sample Technique**- The sampling technique to be used for the study would be convenience sampling and snowballing sampling. The samples would be chosen from the based on the inclusion and exclusion criteria.

Inclusion Criteria

Youth between 18-25 years of age who indulge in pre-marital sex.

Exclusion Criteria

Further, individuals who suffer from any psychiatric condition would not be eligible for the study, as the purpose of the study is to understand the implication of sex on individuals who fall under the typical population.

Procedure

Data collection - The data will be collected using one-on-one interviews, where each participant will be asked questions relevant to the research questions. This method is appropriate as compared to other qualitative data collection methods as the topic is extremely sensitive and it can be assumed that the participants would feel a lot more comfortable talking in an interview.

Interview Schedule - The interview schedule being made on the basis of the research question. Then sent for peer review, before scheduling the interview. The interview schedule would be semi-structured and open ended.

Data analysis

The data collected using the one to one interview was analyses using thematic analysis as it assisted in capturing both major and unique themes that emerged from the data. Following the making of transcripts, there was a process of constant reading and re-reading so as to be familiarized with the data. Following this, clustering of the themes began. With more iterations in the reading and re-reading process, following a coding process, eventually a set of major themes emerged.

Trustworthiness

Trustworthiness or credibility may be ensured by the following validation strategies as given by Creswell and Miller (2000).

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Firstly, the researcher attempted to obtain information through personal interview. Secondly, by asking a peer outside the study to formulate themes alongside the researcher, it was possible to ensure inter-rater reliability. Reliability was calculated as per the formula given by Miles and Huberman (1994, as cited in McAlister, Lee, Ehlert, Kajfex, Faber & Kennedy, 2017). As,

Reliability = number of agreements

number of agreements + disagreements

- This paper also suggests the validation strategy of Guba and Lincoln. The researcher checked the credibility, dependability, confirmability and transferability.
- The credibility was seen, the results are true and believable.
- Dependability was checked by ensuring the findings of this quantitative inquiry by establishing audio recording and one participant at a time, to understand the data collected better.
- For confirmability new themes were made by a peer for checking the inter-rater agreement.
- Transferability can happen of the results as the sampling was not bias and convince sampling and snow balling were used.

Ethical Considerations

The ethical considerations for the study would be as follows:

- Informed Consent will be obtained from all the participants. the consent document will include all the information about the study, its purpose, and what it entails. They will be briefed about their contributions to the study. They will also be informed about them having the right to withdraw from the study if they want.
- Their identity will be kept confidential, and will only be known to the researcher and the research guide. Information that they aren't comfortable publishing will be removed from the study.
- Since the study is qualitative and the purpose is to understand a certain aspect of one's identity, they will not be deceived for the study.
- The results of the study will be shared with them before the study is published to ensure that the information given by them isn't misinterpreted.
- Since the research topic is very sensitive, certain incidents may come up that may be emotionally taxing for the participant. Professional help will be recommended to them if required to ensure that the participants do not end up getting harmed emotionally after the study.

REVIEW OF LITERATURE

A total of 33 papers were reviewed for identifying the research gap in the topic under study and to find a direct relationship between the variables. Let's define "sexual satisfaction" it is theorized as the experience of physical fulfilment in the body. In a paper it was defined, sexual satisfaction more directly in terms of individual expectations within the sexual domain, including: "the degree to which a person's sexual activity meets his or her expectations" (Delamater, 1991).

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Satisfaction research has a long empirical history

In the well-being and happiness of an individual. The history of sexual satisfaction happened way back in the '90s and still is an ongoing research topic. A major hurdle in evaluating this research is that definitions and measurement strategies of sexual satisfaction have not been consistent across studies. In the majority of studies of sexual satisfaction, sex is assumed to be or operationalized as heterosexual intercourse (Bridges, Lease, & Ellison, 2004; Frohlich & Meston, 2002; Meston & Trapnell, 2005; Pinney, Gerrard, & Denney, 1987).

In other studies, an overall level of satisfaction is asked, with little or no detail on what the individual is evaluating in terms of their romantic or sexual life (Alfonso et al., 1996; Davison, Bell, LaChina, Holden, & Davis, 2008; Sprecher, 2002). Many fewer studies measure satisfactions with specific sexual activities. Orgasm is often measured in satisfaction research because it is easily assessed by self-report (Haavio-Mannila & Kontula, 1997; Young, Denny, Young, & Luquis, 2000) and is strongly correlated with self-reports of sexual satisfaction (Edwards & Booth, 1994; Haavio-Mannila & Kontula, 1997; Sprecher & McKinney, 1993; Waite & Joyner, 2001).

The interpersonal exchange model of sexual satisfaction

One of the more popular models used to evaluate sexual satisfaction has been the social exchange model, which developed out of equity theory. Exchange models examine interpersonal relationships about what the partners put into and get out of the relationships, [Thibaut & Kelley, 1959; Walster et al., 1978] Equality models argue that satisfaction is also influenced by one's perceptions of how equal one's rewards and costs are to one's partner's rewards and costs. That is, the more individuals perceive their rewards and costs to be equal to those of their partner, the more satisfied they will be. This is similar to aspects of the mutual sexuality approach (Simmons, Slattery, & Smith, 1995)

The interpersonal exchange model of sexual satisfaction (Byers, 1999), First proposes that satisfaction with the sexual relationship will be greater to the extent that relationship satisfaction is greater. Second, sexual satisfaction is expected to be greater to the extent that the level of rewards incurred in the sexual relationship exceeds the level of sexual costs. Third, sexual satisfaction will be greater to the extent that the level of rewards and the level of costs that one experiences in the sexual relationship compare favorably to the level of rewards and the level of costs one expects to experience in the sexual relationship. That is, sexual satisfaction will be greater to the extent that the comparison level for rewards or relative rewards exceeds the comparison level for costs or relative costs. Finally, greater sexual satisfaction is expected to be related to greater perceived equality between one's own and one's partner's level of rewards and one's own and one's partner's level of costs in the sexual relationship. Besides, the model predicts that sexual satisfaction is influenced by the history of these four aspects of the relationship more than by the levels of these components at any single point in time.

Sexual Satisfaction according to Evolutionary Psychology

Sexual intercourse is considered a need for sending genes so that we can have our generation grow. But technically masturbation feels more relaxing. Having a younger partner is mostly fantasy but it's only followed by the wealthy people. The concept behind having a younger partner was to have excellent reproducing stamina. During the phase of ovulation, women urge the need for sex. Jealousy plays an important role in sexual intercourse. As men see the attractiveness in the partner and the women see the wealth of the partner. Both want commitment and are scared of losing each other. Due to this aspect, the men are afraid that

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the women might have genes (sex) of another partner and the women are afraid that she will not be given care if he gets another partner. Another most important criteria what men see in their lady is the waist to hip ratio. It was sexually attractive and even considered healthy for carrying a baby. Even smell plays a role. Partners always want each other to smell good. (Shams & Ghahari, 2018)

Demographic Details of Sexual Satisfaction

This study shows the complexity and importance of sexual satisfaction which associates with the following variable according to ecological theory level: (María del Mar Sánchez-Fuentes, July 11, 2003)

1. Microsystem

Psychological disorders, psychotropic drugs ;Physical health, disease, disability, physical functioning, social functioning, vitality, physical exercise, care dependency, menopause, medical treatments ;Surgical procedures: circumcision, vasectomy, hysterectomy; Pregnancy ;Tobacco, alcohol ;Well-being and quality of life; Personality, selfishness, perfectionism, ability to solve problems ;Locus of control, attributions, autonomy, experiential avoidance, environmental mastery, personal growth, life satisfaction, self-actualization, differentiation of self, social desirability ;Self-esteem, self-concept, sexual self-concept, sexual self-confidence, body image, weight, body mass index, evaluation reflects ;Gender role, sexual role ;Sexual attitudes, sexual thoughts, sexual guilt, internalized homophobia, watching pornography, importance attributed to sex ;Sexual abuse, rape , Socio-demographic variables: age, gender, race, sexual orientation, educational background, sexual information, previous sexual experience, number of sexual partners, residence location.

2. Mesosystem

Couple relationship: Relationship satisfaction, dyadic adjustment, intimacy, commitment, love, partner support, equity, household division of labor, mutual social behaviour, stability, marital status, length of the relationship, communication, conflict resolution, infidelity, marital therapy Attachment - Sexual assertiveness, Sexual functioning: Desire, arousal, erection, orgasm.

3. Exosystem

Social support, discrimination, Family relationships, affection, responsibility – Parenthood, Current status of life, Stress: Financial, family and work stress Socioeconomic status, resources.

4. Macrosystem: Religion, Spirituality and cultural conflicts.

The above Four points is a review of factors affecting sexual satisfaction such as socio-demographic, psychological, intimate relationship, sexual response, social support, family, cultural beliefs and values.

A study shows the increase in sexual satisfaction because of the early start of sexual life and frequent intercourse and non-religious upbringing. It divides sexual satisfaction in two ways: (Haavio-Mannila, SEPTEMBER 1997)

1. Emotional sexual satisfaction- the happiness of the steady relationship
2. Physical sexual satisfaction-pleasurableness of sexual intercourse.

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The study shows how physical sexual satisfaction is influenced by (Haavio-Mannila, Correlates of increased sexual satisfaction, SEPTEMBER 1997)

1. Social Background: The age of the respondents, the sexual and religious atmosphere in their childhood homes, the educational resource and the timing of their first sexual experience.
2. Sexual Ideas: Sexual assertiveness and the importance of sex in one's life.
3. Emotional ties between partner.
4. Sexual Techniques and Practices: Different sex positions, touching genitals and use sexual material.
5. Orgasm: how often the intercourse has led to the ending of sexual tension into coming and an intense feeling of pleasure.

The study shows how the gender gap played a role in sexual satisfaction until gender equality was noticeable. Most people find intercourse pleasurable. Emotional and Physical factors are equally important for sexual satisfaction. (Pinto, December 2013) Adults show the well-being of an individual when love is present. Satisfaction from sex life is just a component of the subjective well-being of an individual.

Millennial's sex life

It is discovered that millennials (born between 1982-2004) are having fewer sex partners than their gen-ex partners who were born in the 1960s and have the same amount of sex that their generation would have. The various cause of this is that teen lives with their parents due to costing. They have learnt about the sexually transmitted disease. Millennials term sex as "vaginal penetration". Hooking up is the term for millennials, sexual behaviour they experience, whether these behaviours include, giving or receiving pleasure. (Cooper, n.d.) Couples should be aware of the emotions they are expressing while engaging in intercourse. The study also found that the time horizon of a relationship was important for men as well as for women. Those who expected their relationship to be a permanent one expressed greater sexual satisfaction than those with a short time horizon. [Waite and Joyner,2001].

It showed teenagers consider two factors while having sex (Jean A. Shovellera, 2004). Aware of teen pregnancy and sexually transmitted infections. Although adults' discomfort with the idea of having sex, young adults have sex with precaution and take control of their actions.

Millennials behaviour on sexual satisfaction

The youth indulge in sexual behaviour more often than their parents because they feel the need to have sex to reduce stress. This has become a mere act of pleasure and no emotional connection. Their behaviour is high on self-esteem, open communication and mutual understanding between the partners. Even social expectations affect their behaviour as an individual and in the society they live. The general tendency of one's sex life is not an individual choice in our Indian culture but a norm which has to be done only after marriage. It's a sacred act and not for amusement.

Factors that shape young people's sexual behaviour (Cicely Marston)

1. Young people subjectively assess the risks from sexual partners based on whether they are "clean" or "unclean"
2. Sexual partners have an important influence on behaviour in general
3. Condoms can be stigmatizing and associated with a lack of trust
4. 4: Gender stereotypes are crucial in determining social expectations and behaviour

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5. There are penalties and rewards for sex from wider society
6. Reputations and social displays of sexual activity or inactivity are important
7. Social expectations hamper communication about sex

Sexual Satisfaction Association with love

Social exchange perspective provides a lens through which we can examine why sexual satisfaction might be associated positively with general relationship quality. Association between sexual satisfaction and relationship qualities, couples who are sexually satisfied in their relationship also say that they are overall satisfied. Positive and balance sexual exchanges are associated with love, satisfaction and the desire to stay committed to their relationship. There is no evidence that people increase their commitment, because of sexual satisfaction, they remain constant. It was noticed that people who stay in a long and committed relationship are more sexually satisfied. Break up was determined by less sexual satisfaction. (Sprecher, Aug. 2002)

Sexual Satisfaction Associated with Self Disclosure

Sexual Self Disclosure may increase sexual rewards in the relationship. The ability to communicate about sex, in particular, facilitate relationship closeness and intimacy. The urge to communicate about sexual desires and preferences allow partners to negotiate mutually and maximize enjoyment. So, couples should mutually be open to each other.

Sexual Satisfaction in couples

Couples usually complain about lack of communication affecting their sex life. If the couples have an age gap also, they face trouble, as they experience issues in understanding what each other want on bed. Working couples have less time to engage in intimate contact. Having children also reduces them in engaging in sex.

It was found that to feel sexually satisfied men want their wives to have self-esteem, open communication and relationship stability and women want their husband to have empathic communication. (Jeffrey H. Larson a)

Dimensions of the “Good-Enough Sex” model. (Metz, 03 October 2013)

1. Sex is a good element in life, an invaluable part of an individual’s and couple’s long-term comfort, intimacy, pleasure, and confidence
2. Relationship and sexual satisfaction are the ultimate developmental focus and are essentially intertwined. The couple is an “intimate team”
3. Realistic, age-appropriate sexual expectations are essential for sexual satisfaction
4. Good physical health and healthy behavioral habits are vital for sexual health. Individuals value their and their partner’s sexual body
5. Relaxation is the foundation for pleasure and function
6. Pleasure is as important as function
7. Valuing variable, flexible sexual experiences (the "85 per cent approach") and abandoning the "need" for perfect performance inoculates the couple against sexual dysfunction by overcoming performance pressure, fears of failure, and rejection
8. The five purposes for sex are integrated into the couple’s sexual relationship
9. Integrate and flexibly use the three sexual arousal styles
10. Gender differences are respectfully valued and similarities mutually accepted
11. Sex is integrated into real life and real life is integrated into sex. Sexuality is developing, growing and evolving throughout life
12. Sexuality is personalized: Sex can be playful, spiritual, “special”

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Most couples get affected by various dimensions such as orgasm, body image and sexual confidence. Duration of sexual contact with each other and whether they matched each other's sexual desire and most importantly the compatibility of emotional needs.

Understanding of Sexual Satisfaction

Sexuality is fundamental to most bonding primates, and enables the continuing survival of species, along with personal well-being and consolidation of relationship [Dixson,2015]

Infants and Children naturally discover masturbation as self-soothing, pleasant sensation and this knowledge hopefully guide sexuality as they grow older. With puberty, they get familiar with nudity and as they grow to be young adults, they know about making love. It is said that during college usually students explore with the "hook-up culture" or engage in a serious monogamous relationship. While some adults maintain a motivation against sex based on their values, health beliefs and feelings of being unready. Youth time is often associated with hook-up culture, but the societal norms may influence students to attitude towards sexual engagement. If the teen's parent indulges in talking about sex to them, they have a good sex life as they are not guilty of hiding anything.

Attributes in a partner for good sex

It is been found out that many people want a partner who has a bold nature because this leads to better sex life if you are open about your relationship you would discuss on how u want to have sex and this would lead to better sexual satisfaction. If both partners are even high on neuroticism, they make a good pair as they are anxious towards each other.

Some may assume that sexual satisfaction is an individual phenomenon and that if one partner achieves orgasm, that individual will be satisfied. However, research reveals evidence to the contrary: When we care more about our partner's sexual experience, we also report more sexual satisfaction ourselves (Heiman et al., 2011). Further, when our partners are happy *outside* of the bedroom, we also experience enhanced satisfaction *in* the bedroom (Fisher et al., 2015). Individuals describing their own sexually satisfying experiences tend to say that mutual pleasure is essential to their feelings of fulfilment (Pascoal et al., 2014). Frequent non-sexual kissing and cuddling can also elicit enhanced sexual contentment (Heiman et al., 2011). Another important factor that plays the role is that people who have multiple sex partners have a lesser sexual satisfaction as there is no emotional connect when you have a long term relationship with one partner you have a stronger emotional connect and because of that you have good sex as you are not conscious in front of them.

Do both agree on the same terms?

This is a very important issue, do both the partners agree on the same terms of having sex. Having sex is important, but do both want to indulge in sex in the same way and a really important aspect is, do both have sex just to satisfy themselves or they feel for each other.

RESULT AND DISCUSSION

The result shows the full-filling criteria of sexual satisfaction within post-millennials. Phenological Approach has been used to collect data so information could be collected from participant's lived experience. Thematic Analysis has been followed to identify the themes with semantic approach leading to inductive approach, the impact of engaging in sexual encounters against the prevailing social norms, amongst post millennial individuals. The result is divided into seven themes and each having it's following sub-theme.

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Table 1 Societal Perception about sex, Thematic analysis results of the Societal perception about sex.

Theme	Sub Theme
Societal Perception about sex	Family resistance
	Discouragement
	Shamefulness
	Dilemma
	Taboo
	Negative judgement
	“Cool” perception

Societal perception is the third person point of view. This clearly reflects the societal pressure we have in our environment. As seen above most of the Indian families do not talk about sex before marriage, as they do not encourage the practice of pre-marital sex.

“There isn’t much talk of sexual behaviour or other facts at all, and within the family.” – P1
The society has such a negative impact about “pre-marital sex” that the millennial’s indulging in it are always a victim to negative judgement and face discouragement in their own choice. Because they are not possessing a socially accepted behaviour they fall into shame and escape with their emotions into a dilemma to avoid feeling different from the culture they belong to. The societal perception about sex is that of a “cool” act and not a bodily need biologically but seen above as a taboo in the Indian context.

“People look cool, people sound cool when they say, “Oh! I had a one-night stand” – P5

Table 2 Notion about Sexual Partner, Thematic analysis results of the Notion about Sexual Partner.

Theme	Sub Theme
Notion about sexual partner	Emotional bonding
	Appealing personality
	Comfort zone
	Connection
	Quality time

Participants attributed common traits in their partner, it was found in all the participant that Emotional bonding is appreciated in their potential partner.

“I think I need to have some level of emotional bonding with them” – P6
Emotional connection was required not just to indulge in intercourse but they mentioned the feeling of being comfortable around them and being able to build a connection. This was the must needs they looked for in their partner.

“I would still look for a passion or drive – some understanding between me and like, me and her” – P4

The connection they looked for was merely not for sex, but about the positive vibe (energy) you receive from the other person that let you spend quality time with them and stay in touch with them.

“I think a bit of cuddling and like, spending time together is really great” – P6

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Table 3 Expectation towards sex, Thematic analysis results of the Expectation towards sex

Theme	Sub Theme
Expectations toward sex	Consent Seeking fulfilment Emotional connect Sense of closure Confidence Compatibility Satisfaction Generation gap

Many of them claim to have appreciate an equal say of their partner too, seeking fulfilment is important. Without consent seems like an inappropriate act.

“if everyone knows what they want, it’s fine” – P6

It is important to have sex and connect in an intimate way in all the manners; sexually, emotional, physical and mentally. The effect of this trend was to even get a closure of the relationship and not just use each other for sexual needs.

“There’s a connection, there’s a vibe, there’s an eye contact but that just does not happen in India” – P2

Indulging in hook-up seemed as a ladder to increase one’s self confidence as they knew what exactly they were looking for. The self-assurance received played a role in knowing the compatibility of the partner, by equal reciprocation to each other sexually. The notion of sexual satisfaction on media/socially is hyped but in reality, it’s not so high end. The participants noted, they consider satisfaction important because it gave them a sense of physical and mental pleasure. Most people indulging in hook-up culture don’t consider it a taboo, but culturally considered so. Most of the participant accepted that it’s a sin in their culture. So, they find it as an important factor to be considered in the educational system.

Table 4 Media Representation of sex, Thematic analysis results of the Media Representation of sex

Theme	Sub Theme
Media Representation of Sex	Influence Perception Hype

It is therefore important to understand the influence of media. The Participant feels it doesn’t affect them. But it affects other people in general. Several other participants say that, they thought sex was only penetration, but because of media. They learned about BDSM, Oral sex, foreplay and anal sex through pornographic content.

“For me, the notions about sex comes from porn itself, rather than TV and movie shows”- P1

A few participants reported that perception plays a major role in having good sex. The notion builds up that it’s a common phenomenon in the western culture and Indians only learned about it through media. Pornography, web series gave them an idea of how sex

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should be. Therefore, it's a hype notion about sexual satisfaction, but in reality, it's not that high end. It's been portrayed intense; web series gave them an idea of how sex should be.

"Foreign countries seem to hype it up too much" – P3

Table 5 Others Opinion about engaging in sex, Thematic analysis results of the Others Opinion about engaging in sex

Theme	Sub Theme
Other's opinion about engaging in sex	Secrecy Fear of judgement Negative label "Cool" perception

This theme talks about second perspective. Disconnect was found between parents of the participant, secrecy involved from parents. Because they can't open up about their hook-ups to their parents. There is a fear of judgment, that has aided in being afraid of negative labelling.

"People start judging, you people start making wrong notions about you" – P4

The negative labelling is considered negative. The existing perception of calling people "cool" also frames a negative mind-set towards them.

"It's viewed more negatively" – P6

Table 6 Self-Opinion about engaging in sex, Thematic analysis results of the Self Opinion about engaging in sex

Theme	Sub Theme
Self-opinion about engaging in sex	Autonomy Education Female sexual satisfaction

In many individuals it was found that they found it right to have sex because they were educated. Many of them claim that premarital sex can act as an experience for good performance after marriage. The very sense of autonomy, the participants had developed that they can indulge in premarital sex as they have their rights to their life. They can make their own choices.

"Western culture and education have started speaking about woman's satisfaction" – P2

The concept of premarital sex is not accepted in the society. But people still engage in it because they have an autonomy of choice. Some female participants related to the factor that there is not much knowledge about female satisfaction.

"In my personal life, I really haven't cared about what society has told me with regard to sexual behaviour" – P1

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Table 7 Cultural connotation to sex Thematic analysis results of the Cultural connotation to sex

Theme	Sub Theme
Cultural connotation to sex	Indian perception Female satisfaction Generation gap

As mentioned earlier Indian families don't talk about sex before marriage. People in India as a whole us against pre martial sex. But most participant encourage it because they believe that it helps you to known your partner as well as the act of sex well. But on the opposite side society finds it negative and shameful. In addition to this, the millennials don't consider having pre martial sex as a taboo, but it is culturally.

"It's not so progressed mentally to allow sexual activities before marriage" – P2

So, you notice a big difference in the mindset between the generational gap.

"I think it is quite normal for the generation to get into all that" – P4

Another important component is the Female satisfaction, like participant 2 stated "Society thought about sexual satisfaction is just having sex. But it's more than just having sex for name sake. One should also consider satisfying their partner equally." The individual claims that there is not much knowledge about female satisfaction and it is not encouraged in our culture.

To answer my research questions, it was seen that a sense of autonomy and satisfaction was what was observed mostly among the post-millennials which make them engage them into pre-marital sexual activity. They tend to take the ownership of their own life and believe that they should be able to take their own decisions in life. Even though there are prevalent instances of shame and negativity in the society, a lot of the participants engaging in pre-marital sexual intercourse have seen others to perceive them as someone who is "cool" or placing them on a higher pedestal. They seem to want to demystify this aspect and convey that they are as ordinary as any other individual on this planet. They want to tell that they are normal and having sexual intercourse is a very generic and human thing to do. They also feel that is over-hyped which is the reason they want to break the mist for the public. While researching, an interesting observation was found that contrary to the popular opinion that hook-ups do not involve emotional connection, the participants were seen to engage in hook-ups to engage in emotional connection itself. The participants seemed to look towards sexual intercourse as a source of bonding and emotionally connecting with people rather than a momentary surge of pleasure.

Validation by Huberman and Miles,

External Validator total themes = 4

Agreed for External Validator themes = 2

Disagreement for External Validator themes = 2

Researchers themes = 7

Total ratters = 2

Number of Ratings in Agreement = 8

Total ratings = 11

Therefore, $8 / 11 = 72.73\%$

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Trustworthiness

Data is trustworthy because I have been as transparent as possible. I haven't put my suggestions or thoughts while collecting data and been open to my participant's point of view.

Transferability

Based on my reading of the literature I did not find evidence to suggest "sexual satisfaction". Hence this is the gap researcher have found and would allow other researchers to reproduce this paper if they want to research more on how post-millennials view sexual satisfaction.

SUMMARY AND CONCLUSION

Findings

- The data collected from 6 participants was thematically analyzed.
- The researcher was able to split the codes discovered into related subthemes, which were then grouped into themes in accordance with the research query.
- Following the Thematic Analysis has helped identify certain themes with semantic approach, the effect of engaging in sexual experiences against prevailing social norms among post-millennial individuals, leading to an inductive approach.
- The societal pressure present around us is clearly evident through the research findings. Indian households refuse to accept the engagement in sexual activities out of marriage.
- The millennial generation more often than not prefers to keep their engagement in sexual activities a secret due to the fear of negative judgement at the hands of the society and embarrassment for having their own choices.
- Since they do not exhibit socially acceptable conduct, they experience guilt and are forced into a dilemma by their feelings in order to prevent becoming different from the society they belong to.
- The cultural view of sex is that it is a "cool" act rather than a biological requirement, but it is still considered taboo in India.
- Participants were looking for a bond that was more than just about sex; it was about the positive energy you get from the other person that allows you to spend quality time with them and keep in contact with them.
- Participants attributed similar characteristics to their potential partner, and it was discovered that emotional bonding is valued by all participants. Not only was emotional attachment needed for intercourse, but they also discussed the feeling of being at ease with them and being able to form a bond.
- Often the participants feel that media and social media does not affect them in terms of their sexual ideas and sexual behaviours. The truth is that media plays a huge role in the same without the participant's conscious knowledge. Observations have it that many participants though of sex as only penetrative sex but little did, they know about things like oral sex, foreplay etc.
- Perception, according to a few participants, plays a significant role in having healthy sex. The idea grew that it was a common occurrence in western culture that Indians only heard about through the media. They got an idea of how sex should be from pornography and web shows.
- Sexual pleasure is over-hyped in the media and on social media, but it isn't so high-end in reality. Participants stated that satisfaction was essential to them because it provided them with a sense of physical and mental gratification. Most people who partake in hook-up culture do not consider it taboo, but it is traditionally so.

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- Thus, these intentions of having an emotional connection and a sense of being to control one's life choices and decisions mostly drive post-millennials in engaging in sexual activity. That is mostly identified as the factors that may lead oneself to do so. Answering my second research question, even though prevailing norms in the society discourage exploratory sexual behaviour, it was seen that the perceptions changed when it came to the post-millennials. It seemed to affect them, but not in a way that makes them abstain from sexual acts. It was also seen that post-millennials happened to engage in sexual activities in order to get a sense of emotional connection, contrary to the popular opinion that one does not engage in hook-ups for emotionality. In these ways, my findings have happened to answer all my research questions.

IMPLICATIONS

- It has been studied that engagement sexual relationships are about looking for bonds beyond only sexual relationships. There need not necessarily be the involvement of a romantic relationship between potential partners, but an but a mutual level of understanding is important.
- Which is why it can be implied that consent prior to engaging in sexual activity, and also during sex is extremely crucial.
- This impacts the participants seeking fulfilment, both through pleasures of the mind and the body. There needs to be fulfilment sexually and emotionally at both ends and not present only for one of the two participants. Closure too, impacts the emotional aspect of sexual activity.
- The study is suggestive of the idea that involvement in a sexual relationship with higher emotional connect (on an emotional, physical, mental and sexual level) with equal reciprocation and high compatibility with the partner is highly beneficial to the self-image, self-confidence, body image and self-esteem of the participants and aids future human connections.
- Most people belonging to the current generations are believers of the notion that sexual relations aren't morally incorrect and isn't a taboo but the older generation and our traditional beliefs do consider it wrong. Although, they did come out as aware of the fact that their culture does not permit them to engage in pre-marital sex.
- The idea of sex is overly hyped over social media and films but the truth is well known to most having engaged in sexual activity know that what's shown by media is a mere exaggeration of true-life experiences.
- Other than some handful people, media affects the idea of what is defined as "good sex" and inability to fulfil what they expect out of involvement in the act of sex leads to self-doubt and high levels of frustration which quite often the person is unaware about.
- This notion is common in the western culture and now media representation has brought it to India.
- There is a certain framework in the minds of young people that fits the idea of what they think ideal sex should be like and this happens under the influence of watching pornography and web series/films including intimate scenes.
- Rarely, if not never, sex by media is not portrayed as intense and wild. This has young minds devoid of knowing that it isn't only intense and rough intercourse that is pleasurable.
- Knowing that their parents too belong to the older generation who are believers of pre-marital sex as a sin, most participants keep their sex life a secret from their

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parents. The fear of judgements in some participants also prevented them from being involved in sexual activity for the longest time which led to a generalized feeling of anxiety. This anxiety slowly aggravates and turns into social anxiety while affecting self-esteem, giving them sudden outbursts of anger and them trying to actively avoid any form of physical contact.

- Revealing the fact that one has been involved in sexual activity often leads to them being labelled or branded by people around them. This labelling is highly damaging to one's idea of the self and generates extreme societal pressure. The same being the reason for most not being able to open up or openly speak about their sex life. It is obvious that labelling with such extreme impacts on one's well-being is considered negative.
- These youngsters still indulge in premarital sex because they believe that they are educated or grown enough to draw a distinction between the right and the wrong. They also believe that they have their own right to their life and are capable of making their own choices. The autonomy of choice allows them to indulge in the act of sex despite the notion help of it by the society and our culture.
- This study hence concludes that the youth is involved in sexual activity as they are looking for sexual satisfaction because it provides one their sexual desire giving them a self-disclosure to their sexual behaviour and this idea can vary from person to person.

LIMITATIONS

- While the study tries its best to capture the different factors in youngsters involving themselves in sexual activity despite the societal notion, believed to lead up to well-being, it is possible that the researcher may have overlooked certain other factors leading up to similar or dissimilar effects. Due to time constraints, the observations and thematic analysis of this study is based on only participants. While this allows for an in-depth analysis of the factors considered resulting in a rich thick description, there is a need for a study on other types of people with different perceptions of sex.
- The researcher is also for one actively involved in similar ideas and belonging to the same generations as the participants of the study, hence perhaps resulting in an inadvertent bias in analysis. While attempts were made to reduce the likelihood of the same, one cannot be completely certain.
- The researcher also acknowledges that many of the participants have been in multiple sexual relationships in the past or even now. As a result, the encounters described may not be solely related to their sexual relationship at the time of the intervention.
- Furthermore, certain themes were difficult to support with literature and would necessitate further investigation.
- As no appropriate questionnaire is available for screening participants based on understanding of sexual satisfaction in post millennials and how they see it the questionnaire was developed by the researcher based on a review of literature and was tested for its reliability or validity by peer review, under the guidance on the guide.
- The study is unable to account for the extent of biological influences on the drive of the urge to have sex. This may influence the sexual behaviors to a large extent and may even contribute to other factors.
- The detection of certain variables in the individuals was aided by previous studies. This may have changed the outcome in some way. Owing to a lack of sample and

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resources, the effects of sexual identity on genders other than male and female were not investigated.

- Cultures differ in their perceptions of life satisfaction and psychological well-being in general. This aspect of the analysis was not discussed as thoroughly as the researcher had hoped because the interview schedule was not specifically tailored to calculate the same. Future research along similar lines will be able to do so.

RECOMMENDATIONS FOR FUTURE RESEARCH

- Considering the overlap in the factors found, the researcher also proposes an additional finding to the existing theories suggesting conceptual similarities in the various kinds of sexual gratification.
- Keeping in mind that the study intends to study a whole set of generations or post millennials and their understanding of sexual satisfaction, the number of participants to be included for the intervention should be much more than just six.
- Creating a questionnaire based off a review of literature in case of unavailability of an appropriate questionnaire is fine as long as it has been tested for its reliability and validity.
- The study was limited to the context of Indian culture. It is recommended that in the future the various types of cultures in India be considered since the ethnic diversity in our country results in different cultures being followed in different regions.
- The study should be able to calculate how the notion varies among different cultures.
- While overidentification with the idea of sexual activity despite disapproval from the society has been studied in depth, disconnect from the same idea and lack of interest has no literature to its name. It can also be evaluated to understand the other behavioral tendencies that arise with such a disconnect.
- Affective causes that have a dual impact on sexual behaviour, triggering both sexual pleasure and zero sexual satisfaction with added anger, must be thoroughly investigated.
- To understand these causes, which seemed to be normal in this study, the biology behind lack of sex drive and disinterest in sexual activity must be investigated.
- The increased sex drive needs to be studied in relation with gratification of needs of affection. The question arises of whether or not is the sex drive of the person a result of trying to build a coping mechanism to compensate for the lack of affection received which is also a reason why some people require a higher emotional bond to engage in sexual activity than others.

CONCLUSION

- This study was conducted so as to understand the understanding of sexual satisfaction in post millennials and how they see it. It is clear that Indian families do not communicate their vies on sex openly an also do not encourage pre-marital sex. Some participants though, did agree that in their household, sex is not looked down upon till the time consent is involved.
- On the dimension of what expectations do the participants have from their partner, most confirmed that emotional connection and a good opinion about the potential partner are of importance. Where an appealing personality is necessary, having created a comfort zone with the partner is more important.
- At the time of being involved in a sexual relationship, some people showed signs of shamefulness due to the societal perception society holds about sex. They found themselves stuck in a dilemma sometimes believing that what they were doing was

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wrong due to the thought process they were brought up with despite knowing that it isn't. This also led to a strong feeling of guilt. Most keep their sex life a secret from parents and others due to the fear of ridicule and judgement because they have noticed how efficient the society is to label and brand someone.

- It is clear that media has an impact on the perception of sex and sexual behaviours of an individual with or without their conscious knowledge. Participants are often led to believe that it does not affect them but the truth is that it affects people in general.
- A majority of youth believes that people who engage in sex are socially forward and fit the idea of being “cool”.
- Having a sexual relationship in the current age and stage has come out to be important for many since this provides them a sense of closure in the relationship, boosts confidence and helps people connect. They feel the urge to experience being emotionally, mentally, physically and sexually gratified and connected to another person.
- Youth believes that having sex is not a taboo and that they are free to make their own decisions. It is only culturally considered as a taboo.
- Popular thoughts about sexual satisfaction is only having sex. But it is more than just having sex. One should consider reciprocating the same level of satisfaction to their partner or in other words both partners should satisfy each other equally.
- Although the majority population of India discourages pre-marital sex, many encourage it since they believe that it is important to build a connection with the partner because it helps you build a connection with them which further helps you know them and the act of sex as well.
- Education about sex is important before commitment. In this aspect, pre-marital sex may be of some use.
- There isn't much knowledge available about female satisfaction. Experience in one marital sex may help this knowledge and aid better performance post marriage. Unfortunately, it has been recorded that female satisfaction isn't even a priority and in instances male participants do not encourage it.

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Conflict of Interest

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