



GENDER ROLE EXPECTATIONS AND MIDDLE CLASS: A CASE STUDY OF BELDANGA AND GARIAHAT

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ABSTRACT

Middle class people are engulfed within lots of taunts and mocking, due to which they curse their fate. Fathers lament as they cannot fulfil the wishes of children. Mothers are told to spend wisely, so that they can balance the expenses. Girls from these families are expected to sacrifice a lot when they go to in-laws who are richer. In colleges, boys and girls lament that they could not possess branded clothes, and are lack affordability towards five stars eating, accessories among others. These are applicable in all places, but the paper narrows down search to the districts of Beldanga and Gariahat, which have busy lifestyle. Middle class people struggle to find their existence in the hustles, bustles and cacophony which these districts witness.

Keywords: Gender Role, Middle Class, Sacrifice, Beldanga, Gariahat.

1. INTRODUCTION

Middle class people have tragic fate as they experience taunt mocking from aristocratic classes. these taunts have made their existence difficult. Society expects them to possess branded clothes, eat in five-star restaurant, but curse them for not being affordable towards restaurants, branded cars, clothing and others. They never take these people with themselves, out of shame in front of the others from aristocratic class. they do not intend to lose their status in front of others. Male members of middle-class family struggle hard, so that their family members' needs are fulfilled. For these people, desires are seldom met, as expenses are to be handled. On the other hand, women from middle class, are cursed every now and then by her in-laws, who are aristocratic. Middle class women when married into aristocratic class experience difficulties in adjusting. College girls are also taunted and mocked for unaffordability towards branded things.

2. LITERATURE REVIEW

Ansari, and Rahaman, (2024) Most of the middle-class people are concentrated in Beldanga I and II CD Blocks. Upper middle-class people can afford branded clothes, five-star restaurant outings, desire and wish fulfilment, though in a small number. But the ones from lower middle class lacks this affordability. When it comes to Gariahat, middle class population is also denser, which is reflected from railway expansions, retail hubs, markets, high rise buildings, street side markets among others.

Gangopadhyay, S. (2025) considered Gariahat as the shopping para or locality. As the civilization has changed, so is the history, culture, living standards. After the suburban railway connectivity, most of the middle-class people settled in Ballygunge. These people were highly skilled and educated. The markets have stocks in reasonable prices, which these middle-class people can afford. Transport services have also eased connectivity between places for these people. Fusion of new and old realty conditions have transformed the standards of living for middle class people. By living, they have become used to it.

Savolainen, (2025) talked about the gender role expectations surrounding women from middle class

families. Stereotypes are directed towards the limitations, which are imposed on consumption patterns practiced by women. These restrictions contradict the advancements which has been made in the gender roles. Now, in postmodern age, women are managing works in both home and professional sphere. Therefore, limited consumptions do not suit them. But according to Bourdieu's gendered habits, women tend to be conscious about their consumption, as savings have to be done for managing all the expenses in a balanced format.

Korlat et al., (2022) talked about gender identity and gender intensification from the perception of adolescents. Here, stereotypes are brought in, to highlight the expectations which society has from the girls and boys. Girls from middle class are expected to be submissive, docile, gentle. On the other hand, boys are expected to foster creation of agency. Role reversal is not accepted, and incurs rage of social constructs. Gender differences are there between the expectations of forming agency and communion.

Du and Lv, (2026) Being busy districts, both Beldanga and Gariahat, expects people to enjoy life. This enjoyment is possible only for the rich ones. Middle class people save their money, as they have to manage all the expenses. During occasions, they prefer not to buy new things, and remain contented with the older clothes, which has been worn only once. As a result of this, their desire of buying new clothes, eating in five-star restaurants, dies. Their behavioral psychology becomes such. Middle class children's parents teach children to save, and spend consciously. Once in a while, their desires are met, which comes seldom, after long time.

Qadri et al., (2025) argued on wealth, wisdom, and will to protect among the middle-class people. Socioeconomic influences gain prominence in this context, which reduces the will of the middle-class people to do the things. For instance, when middle class people determine that they will ignore the taunts of aristocratic class, they are engulfed within much of the taunts and mocking, which compels them to come back and re-appear stronger.

3. METHODOLOGY

Secondary thematic analysis is conducted for researching the life of middle-class people living in Beldanga and Gariahat. Themes related to middle class people's standard of living is developed for analyzing how they handle gender role expectations for peacefully living with other social constructs. Literature review is assistance in terms of extending research, by deducing essential facts, aspects, theories and concepts related to middle class, and their perception towards gender roles and expectations. With this deducing approach, positivism philosophy is related, where scientific, objective, epistemological facts are developed. The design finalized is exploratory which is effective in exploring the social, cultural, economic, political factors, which cause middle class people to manage their social expectations. Books, journal, government websites, reports are used for collecting data on middle class people living in Beldanga and Gariahat.

4. CONCLUSION

Being middle class is the fate which people carry with them. It is the circumstance which makes them like this, and they have no option, but to accept their fate. Hustles and bustles of the district like Beldanga and Gariahat has increased much due to civilization which has changed from the past times. Now, there are small shops, as well as malls, which reflect perfect cacophony of peaceful existence. But the middle-class people are not in peace as they have to experience taunts and mocking from rich class people. They consciously save money to balance the household and office. Women specially do this, and sacrifice most of their desires. Gender role expectations are mostly stereotypical, which are directed towards restricting their consumption patterns.

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