Analysis of the Influencing Factors of Chinese Youth's Marriage Intention Based on Regression Analysis

Xianjing Huang[a]
School of Mathematics and Information Science, Guangzhou University, Guangzhou, Guangdong, 510006, China

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Abstract: China is grappling with a challenging situation regarding young people's marriages. Key symptoms include a rising average age at first marriage, a downward trend in the marriage rate, and an uptick in the divorce rate. The topic of young people's love and marriage has gradually emerged as a prominent social concern. The present research endeavors to identify the factors influencing young people's marriages in China. Moreover, it aims to put forward practical recommendations to address the obstacles that prevent young people from getting married. Firstly, a questionnaire was made to obtain the data of the influencing factors of young people's marriage willingness in China. Then, the correlation of the factors influencing young people's marriage in China was determined, and regression analysis was conducted after processing these data. The analysis results show that marriage behavior attitude, individual confidence, resource control, external environment, and individual factors can significantly positively influence the willingness of marriage behavior. In light of this, guiding young people to cultivate a healthy outlook on marriage and love, refining relevant policies and systems, and elevating the quality of marriage and relationship services assume crucial importance. Such initiatives are not only instrumental in promoting the healthy progression of young people's romantic and marital lives but also play a significant role in contributing to the construction of a harmonious society.

1 INTRODUCTION

In traditional Chinese culture, marriage holds a significant position. However, as society evolves, people's perspectives have also undergone changes: some choose not to marry, some hesitate to take the plunge, and others desire marriage but struggle to find a suitable partner.Official data reveals that in the first quarter of 2022, only 2.107 million couples registered their marriages, marking a 1.17% year-on-year decrease. If this trend persists, the marriage rate is expected to continue its downward trajectory.This phenomenon can be attributed to multiple factors: exorbitant betrothal gifts, a skewed gender ratio, women's growing independence, shifting attitudes toward marriage, the high costs associated with marriage and child-rearing, and intense work pressure.The increasing number of young people who remain unmarried and childless will accelerate the aging of the population, disrupt the balanced age structure, and ultimately lead to the depletion of China's demographic dividend (Zhang ,Wei ,& Meng B,2022).

Over recent years, China has witnessed a consistent annual decline in its marriage rate. Data from the Ministry of Civil Affairs reveals that in 2015, there were 12.247 million marriage registrations, with a marriage rate of 9.0%. By 2021, this figure dropped to 7.643 million, with the rate falling to 5.4%. In the initial three quarters of 2022, the number of marriage registrations further decreased to 5.445 million (Sun, 2024). With the acceleration of the second demographic transition, the age of first marriage has been postponed, the marriage rate has decreased, and new forms of marriage and childbirth such as late marriage, late childbirth, non marriage, infertility, cohabitation, divorce, and homosexuality have become increasingly popular choices for the younger generation (Zhang & Wang, 2024). In the context of the normalization of population aging in China, young people should be encouraged to marry and

[a] https://orcid.org/0009-0000-0879-5408

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have children at the right age to promote the fertility rate and optimize the population structure, which is in line with the current population policy and development trend (Ji, 2024).

Whether young people enter into marriage is the result of multiple intertwined factors, influenced not only by their economic conditions, career development, and other objective conditions, but also by their attitudes towards marriage, as well as external environmental factors such as relevant social policies and public opinion. Currently, scholars have conducted extensive research on the influencing factors of youth marriage.

Ji (2024) pointed out that the autonomy of Chinese youth in choosing a spouse has increased, and arranged marriages by parents have decreased. The popularization of higher education has led to a clear trend of late marriage; although graduate students can get married during their studies, it is still not mainstream. Li, Cheng, & Teng (2025) pointed out that policies that support the career development of young people are an important way to promote marriage and childbearing of appropriate age. Providing more opportunities for unmarried young people to meet the opposite sex and promote marriage is an important marriage support measure. Having a stable housing environment is the foundation for building a family. Li (2024) pointed out that the family is the first place where we receive education, and college students' views on marriage, love, and family are also influenced by intergenerational transmission from parents. The interaction patterns between parents and the harmonious atmosphere of the family will affect whether college students form a family and how they handle their relationship with their spouse. Liu (2024) pointed out that more and more alternatives to love are being developed and launched, which can provide companionship, comfort, happiness, and other experiences similar to love with only a small amount of money, time, and energy. This is deeply loved by Generation B and has also influenced Generation Z youth to form a generational love concept. Wren, Yi & Zhang (2019) proposed that the rise in housing prices in China hurts the marriage rate of young people, while the increase in living costs has an impact on the marriage rate. Chen, Malov & Abdullah (2025) believe that as opportunities for self-sufficiency increase, marriage becomes more of a choice rather than a necessity for many women. Therefore, young women often focus more on their careers rather than adapting to traditional family roles. Although unmarried women are increasingly recognizing their autonomy in marriage decision-making and challenging traditional norms, they also face a tense relationship between personal desires and societal expectations. This has led to various attitudes towards marriage. Wren, Yi & Zhang (2019) found that for every 1% increase in housing prices, the average marriage rate decreases by 0.31%. Amanda Kerr (2023) believes that relatively scarce women tend to favor men with relatively strong economic prospects. In summary, factors such as changes in marriage attitudes, economic pressure, technological development, and gender ratio differences collectively affect the marriage and love decisions of contemporary youth.

This article uses quantitative analysis methods to conduct in-depth exploration and analysis of the research. This research is dedicated to exploring the marriage - related inclinations of those who are yet to tie the knot. Detailed data analysis was conducted on valid questionnaire samples using SPSS software to test the validity of the research hypothesis and model.

2 DATA SOURSE AND METHODS INTRODUCTION

As a research method, the core of the questionnaire survey is to collect scientific and accurate information by designing a series of questions and asking the respondents to fill them out. Firstly, a questionnaire was designed on Wenjuanxing, and a total of 400 questionnaires were collected both online and offline. Among them, basic background information of young people is collected by asking questions such as age, gender, region, occupation, education status, monthly income, whether they are only children, and marital status. The issue of individual confidence dimension focuses on young people's confidence in themselves in marriage. The dimension of resource control revolves around the time and economic resources required for marriage, asking young people whether they have sufficient time to choose and get along with their marriage partners and whether they can accept the current cost of marriage. The study examines the impact of external environment and individual factors on young people's willingness to marry.

In this study, the core target variable of the questionnaire—young people's willingness to marry—was gauged by directly asking, “Are you extremely willing to get married?”. This variable is closely linked to the preceding questionnaire dimensions and was used to explore the relationship between various influencing factors and marriage willingness. The study aimed to explore the marriage intentions of unmarried individuals. The eighth

question screened participants' marital status, allowing for the selection of valid questionnaires specifically from unmarried respondents. As a result, 232 fully completed questionnaires were deemed valid, with an effective rate of 58%. Subsequently, a comprehensive data analysis was carried out on these valid samples to verify the research hypotheses and their corresponding models.

The research centered on a thorough analysis of the collected questionnaire data. First, reliability and validity tests were executed. Next, descriptive statistical analyses were conducted, followed by an exploration of group differences, correlation analysis, and the construction of linear regression models. The research findings were presented systematically in tables and model diagrams. This visual presentation ensured clear and efficient communication of the research outcomes.

3 RESULT ANALYSIS

3.1 Reliability and Validity Analysis

3.1.1 Reliability Analysis (RA)

For the scale data, reliability and validity analyses were carried out. Initially, Cronbach's Alpha was adopted to assess data reliability. Generally, in reliability assessment, a Cronbach's alpha coefficient of 0.7 or higher indicates high reliability of the questionnaire, making it suitable for subsequent relevance analysis. As presented in Table 1, every dimension of the questionnaire in this research boasted Cronbach's alpha coefficients exceeding 0.7. Additionally, the Corrected Item-Total Correlation (CITC) values were all greater than 0.4. Furthermore, the Cronbach's alpha coefficients obtained after item deletion were consistently lower than those of the original dimensions. This strongly indicates a high level of overall reliability for the questionnaire.

Table 1: RA Table

Dimension	topic	Revised item and total correlation	Clone Bach Alpha after deleting items	Cronbach alpha coefficient	Overall reliability
Attitude towards Marriage Behavior	1	0.829	0.903	0.926	0.877
	2	0.814	0.907		
	3	0.819	0.906		
	4	0.846	0.897		
Individual confidence	1	0.780	0.853	0.892	
	2	0.788	0.846		
	3	0.796	0.839		
Resource control	1	0.859	0.868	0.920	
	2	0.842	0.882		
	3	0.814	0.904		
External environment	1	0.835	0.884	0.919	
	2	0.836	0.884		
	3	0.838	0.882		
Individual factors	1	0.823	0.873	0.912	
	2	0.800	0.892		
	3	0.847	0.853		
	2	1.000	1.000		
	3	1.000	1.000		

3.1.2 Validity Analysis (VA)

Subsequently, the factor analysis method was employed to conduct a validity analysis. In the realm of validity analysis, it is generally acknowledged that when the KMO value exceeds 0.7, the questionnaire data is suitable for factor analysis. As can be observed from Table 2, the KMO test yielded a result of 0.834, which is greater than 0.7. Additionally, the Sig value of the Bartlett sphericity test was 0.000, less than 0.001. This indicates significant effectiveness at the 0.001 significance level, further validating the suitability of the data for factor analysis.

Further in-depth analysis shows from Table 3 that the five factors extracted from the questionnaire can explain a total variance of 84.403%, indicating that the these factors effectively explain the data. Also, they retain most of the original information, maintaining the integrity of initial dataset. Simultaneously, the first factor accounts for 35.988% of the variance. Since this value is under 40%, it

suggests that the data is free from significant common method bias.

Table 2: KMO and Bartlett tests

KMO sampling suitability quantity.		0.834
Bartlett sphericity test	Approximate chi square	2780.740
	freedom	120
	significance	0.000

Table 3: Explanation of Total Variance

Initial eigenvalue			Extract the sum of squared loads			Sum of squared rotational loads		
Total	Variance percentage	Accumulate %	Total	Variance percentage	accumulate %	total	Variance percentage	accumulate %
5.758	35.988	35.988	5.758	35.988	35.988	3.292	20.574	20.574
2.568	16.048	52.036	2.568	16.048	52.036	2.612	16.323	36.897
1.991	12.443	64.479	1.991	12.443	64.479	2.589	16.184	53.081
1.838	11.489	75.968	1.838	11.489	75.968	2.562	16.010	69.091
1.350	8.435	84.403	1.350	8.435	84.403	2.450	15.313	84.403
0.331	2.071	86.474						
0.297	1.859	88.333						
0.279	1.746	90.078						
0.269	1.683	91.761						
0.237	1.484	93.245						
0.228	1.423	94.669						
0.204	1.277	95.946						
0.185	1.155	97.101						
0.177	1.106	98.207						
0.145	0.909	99.116						
0.141	0.884	100.000						

Four main factors were extracted through principal component analysis: attitude towards marriage behavior, individual confidence, resource control, and external environment. The loadings of all factors are relatively high, indicating a significant correlation between each indicator and its corresponding factor, and the factors have good reliability and validity.

3.2 Correlation Analysis

To understand the relationships between various elements—attitudes toward marriage behavior, individual confidence, resource control, external environment, individual factors, and the willingness to marry—Pearson correlation analysis was employed. According to Table 4, attitudes towards marriage behavior were significantly positively correlated with individual confidence, external environment, individual factors, and willingness to marry ($P<0.01$), but not significantly correlated with resource control ($P>0.05$). Individual confidence is significantly positively correlated with resource control, external environment, individual factors, and marriage intention ($P<0.01$). Resource control is significantly positively correlated with external environment, individual factors, and marriage intention ($P<0.05$). Statistical analysis revealed a strong positive correlation between the external environment and individual factors, as well as between the external environment and marriage intention, both at a highly significant level ($P < 0.01$).

Similarly, a significant positive relationship was found between individual factors and marriage intention, with statistical significance at the $P < 0.01$ level. This indicates that as the external environment becomes more conducive, individual factors are likely to be more favorable, and both contribute to an increased likelihood of marriage intention.

Table 4: Related analysis table

	Attitude towards Marriage Behavior	Individual confidence	Resource control	External environment	Individual factors	Willingness to marry
Attitude towards Marriage Behavior	1.000					
Individual confidence	0.364**	1.000				
Resource control	0.097	0.296**	1.000			
External environment	0.327**	0.421**	0.142*	1.000		
Individual factors	0.333**	0.274**	0.194**	0.280**	1.000	
Willingness to marry	0.531**	0.497**	0.347**	0.404**	0.459**	1.000

Note: * indicates P<0.05, * * indicates P<0.01

3.3 Regression Analysis

Use linear regression to analyze marriage behavior attitude, individual confidence, resource control, external environment, and individual factors as independent variables, and marriage behavior intention as the dependent variable.

According to Table 5, the R^2 of the model is 0.494, indicating a good fit. The F value is 43.851, and the P value is 0.000. The regression analysis results showed that attitudes towards marriage, individual confidence, resource control, external environment, and individual factors all had a significant positive impact on the willingness to marry (P<0.05).

Table 5: Regression analysis table

Independent variable	Nonstandardized coefficient		Standardized Coefficient	t	significance
	B	standard error	Beta		
constant	-0.6773	0.266		2.544	0.012
Attitude towards Marriage Behavior	0.3675	0.061	0.322	6.012	0.000
Individual confidence	0.2537	0.068	0.211	3.754	0.000
Resource control	0.2080	0.054	0.193	3.848	0.000
External environment	0.1337	0.060	0.119	2.212	0.028
Individual factors	0.2455	0.057	0.223	4.291	0.000
R^2	0.494				
F	43.851				
P	0.000				

4 CONCLUSION

This article focuses on the analysis of factors influencing the marriage intention of Chinese youth based on regression analysis. Through quantitative research, the study explores the marriage intention of the youth group and identifies five levels of influencing factors: attitudes towards marriage behavior, individual confidence, resource control, external environment, and individual factors. The results showed that attitudes towards marriage, individual confidence, resource control, external environment, and individual factors can significantly and positively affect the willingness to marry.

This study suggests that enhancing the willingness of Chinese youth to get married requires multi-party collaboration. Social media should promote positive views on marriage, schools and communities should carry out marriage education and provide professional marriage counseling services, families should provide support and guidance, and the government should introduce economic incentive policies. Through a multi-level support system, create a good marriage atmosphere and enhance young people's confidence in getting married.

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