

FACTORS INFLUENCING GENERATION Z'S ATTITUDE TOWARDS MARRIAGE AND COHABITATION AT BESTLINK COLLEGE OF THE PHILIPPINES BULACAN CAMPUS

ABSTRACT

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KEYWORDS

*bestlink college; generation z;
marriage; cohabitation; peer
influence; family influence*

ARTICLE ID

AASGBCPJMRA-B38041

Marriage and cohabitation are relationship choices that increasingly reflect the evolving societal norms of Generation Z. While cohabitation, or living together without legal marriage, is often viewed as a practical step before long-term commitment, marriage remains a legally and socially recognized institution. This study explores the factors that influence Generation Z's attitudes toward marriage and cohabitation, with a focus on the roles of family, peers, and environmental context. This study employs a descriptive quantitative research design to assess students' perceptions. A structured survey questionnaire was administered to 100 students, aged 18 to 26, from Bestlink College of the Philippines, Bulacan Campus. Quota sampling was used to ensure representation across age groups, genders, and academic year levels. Responses were analyzed using weighted means to determine the level of agreement with statements related to marriage and cohabitation. The results indicate that students value both marriage and cohabitation but lean more favorably toward cohabitation due to growing societal acceptance and peer influence. Environmental factors (Weighted Mean = 4.091) and peer influence (Weighted Mean = 4.056) were the strongest drivers of positive views on cohabitation. In contrast, family influence (Weighted Mean = 3.97) played a more prominent role in shaping attitudes toward marriage. The findings suggest a generational shift in values, with financial considerations, exposure to social media, and modern social norms contributing significantly to students' relationship preferences. This study underscores a shift in Generation Z's perceptions of intimate relationships. While cohabitation is increasingly seen as a socially accepted and practical arrangement, marriage continues to be respected but with redefined expectations. Peer influence and environmental exposure play major roles in attitudes toward cohabitation, while family traditions and religious beliefs continue to shape views on marriage. The results suggest a need for educational programs such as seminars and counseling services to provide students with informed guidance on the legal, emotional, and financial implications of their relationship choices.

RECOMMENDED CITATION

Campo, F. M., Dizon, D. M., Gavieres, A. A., Rosello, M., & Villasis, S. (2025). Factors Influencing Generation Z's Attitude Towards Marriage and Cohabitation at Bestlink College of the Philippines Bulacan Campus. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(3), 116.