**Abstract**

Our study finds that single unmarried with less traditional family values are less likely to have intention for marriage, while married women with those are less likely to plan to have a child in South Korea. Moreover, the study supports that there is a need to emphasize men’s responsibility at home as well as government’s efforts for gender equality at home, the labor market, and country.

**Methods**

1. **Unmarried single woman**
   
   **Intention of marriage** \( \gamma = \beta_1 + \delta_2 X_{ist} + \delta_3 A_{ist} + \gamma_1 + \gamma_2 + \epsilon_{ist} \)
   
   Dependent variable is binary, which equals 1 if she has intention to marry and 0 otherwise.

2. **Married woman**
   
   **Plan for childbirth** \( \gamma = \beta_1 + \delta_2 X_{ist} + \delta_3 A_{ist} + \gamma_1 + \gamma_2 + \epsilon_{ist} \)
   
   Dependent variable is binary, which equals 1 if she plans for pregnancy and 0 otherwise.

   Two measures for woman’s attitudes toward traditional family values are used as independent variables. The conservative measure (column 1, 2) includes four questions according to Yoon (2014): “Everyone must get married,” “I must marry someone with a similar family background (homogamy),” “It is good to marry early,” and “It is good to have children early when married.” The other measure (column 3, 4) includes 14 questions regarding perspective toward traditional family values.

   Response of the questions, responded as ‘strongly agree’, ‘agree’, ‘disagree’, or ‘strongly disagree’, are summed to generate attitudes scale, of which alpha coefficient values are acceptable as 0.66 and 0.76 respectively. Higher score of the measures indicates woman has less traditional attitudes toward family values. For better comparability, we create a binary independent variable that equals 1 if woman is in the highest quartile (75%) of the score, and 0 otherwise.

   **Results**

   All regression models have fixed effects on year and district, as well as controls for income, age, and years of education.

   1. The odds of having intention to marry is lower by 60.3% - 65.1% for women with less traditional family values (highest quartile), significant at the 1% level. The odds of it are 2.52 to 2.86 times lower for women who have less traditional family values compared to those who do not.

   2. The odds of planning for childbirth are 27.9% - 34.4% lower for women who have less traditional attitudes toward marriage (highest quartile), at the 1% level. The odds of it are about 1.39 to 1.52 times lower for women who have less traditional family values compared to those who do not.

   **Conclusions**

   The findings suggest that Korean women with more individual-oriented attitudes are less likely to have intention for marriage and childbirth. It implies that women with more egalitarian attitude toward gender and family may have conflict with marriage or childbirth in Korea. This is consistent with McDonald (2000a)’s argument that very low fertility in advanced countries was the outcome of sustained gender inequity. Moreover, the study supports the need to put more emphasis on men’s responsibility at home as well as government’s efforts for gender equality at home, the labor market, and society. More research is needed to examine gender inequality occurred after marriage or childbirth, and the way to improve the factors for inequality.

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