

**From Family Authority to Individual Choice: Education, Individual Autonomy, and Modern Values in Marital Decision-Making among Generation Z**

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**ABSTRACT**

*In traditional societies, the relationship of marriage was characterized by firm family control and cultural beliefs. However, social developments have had a growing impact on the way younger generations make a choice when it comes to marital. This paper examines how Generation Z is changing how they make marital decisions, especially the contribution made by education, personal freedom, and contemporary cultural norms. A qualitative research design that is based on the interpretivist approach was used to collect data based on semi-structured interviews with a sample population of 11 respondents (6 males and 5 females) selected through purposive sampling. Data was analyzed through thematic analysis, which showed that there are four key themes. The results show that Generation Z prefers to be personally engaged in the decision to marry but at the same time respect the family opinion. In general, decision-making in marriage is moving towards a hybrid system that consists of personal preference coupled with still having family influence.*

**Keywords:** Family Authority, Individual Choice, Individual Autonomy, Modern Values, Marital Decision-Making

**INTRODUCTION**

Marriage has been considered one of the greatest social institutions that govern the formation of families, kinship relationship and the continuation of social members of society in most cultures. Marital choices in most traditional societies, which are also applicable in South Asian setting, have mostly been informed by family authority, culture, and shared values as opposed to individual taste. There is a more patriarchal and collectivist social organization where parents and the older generation are expected to have a significant role in choosing the appropriate partners to their children (Shu et al., 2013). In these cultures, marriage was commonly viewed as a coalition of two people, though the main focus was on the social and economic stability, and preserving the culture, which was attributed to the unification of two families (Zuo, 2017). These patterns of marital decision-making have however changed, over the last few decades, due to social, educational, and cultural changes.

There is a significant amount of literature among the scholars that record the dynamic nature of marriage and family relations in contemporary societies. Giddens (1992) argues that, the redefinition of intimacy in

late modernity has pushed the relations between institutional set-ups of the past to individualized ones, on the basis of emotional gratification, personal choice and mutual understanding. Likewise, Cherlin (2010) claims that contemporary societies demand the importance of satisfying individuals and engaging in personal freedom when it comes to intimacy. Such changes can also be traced in most of the Asian and developing cultures where traditional arranged marriage systems slowly change to turn into process requiring more participation and individualized decision-making over time (Allendorf & Pandian, 2016). Young people are more demanding their agency in the process of the selection of life partners although family involvement still remains significant.

Among the strongest impacts that led to this shift to individual autonomy is cited to be education. Learning experiences present people with new concepts, different social relationships, and the whole world perspective that can have a significant impact on the attitude to marriage and family life (Brighouse et al., 2018). It has been demonstrated that increased education has a tendency to make people more powerful and autonomous in their decision-making and household and personal relationships (Albert & Escardibul, 2017). Education, in particular, makes young people, in particular, women, more powerful to oppose the traditional structure of authority and be more engaged into making the decisions concerning their personal life (Anwar et al., 2013; Sultana, 2011). Consequently, education has emerged as one of the most useful aspects of transforming the attitude of various generations in issues relating to marital choice and expectations.

Besides education, globalization, and the contemporary culture has also altered the marriage perceptions of the youth to a large extent. The introduction of alternative models of relation has been achieved through exposure to the global media, online communication channels or platforms, and cross-cultural connections which have focused on companionship, emotional compatibility, and gender equality (Mostafapour et al., 2025; Ye & Gao, 2025). The social media and internet networks have especially helped to increase the exposure that the youth have towards different cultural values and relationship ideals. Consequently, the generation Z, often described from the mid-1990s to the beginning of the 2010s, has been raised in an environment where technology develops fast, the whole world is a global village, and social norms change at a blistering pace (Gulrajani & Shinde, 2025). These circumstances have led to the changes in attitude relating to marriage, relationship and personal independence (Megha, et al., 2024).

Although these have changed, family authority and cultural traditions still influence marital decision-making in most societies. The studies indicate that although the youth tends to demand individual freedom when finding a spouse, they usually do not disregard the acceptance of their parents and family members when it comes to marital choices (Banerji & Deshpande, 2021). In most collectivist cultures, such as the Pakistan and other South Asian nations, marriage is still entrenched in the larger familial and societal pressures (Ahmed, 2022). Thus, modern marriage decision-making process can be seen as a bargaining between the established cultural values and the new ones, which are individualistic values (Bhat, 2020). This interactive combination of tradition and modernity has emerged as a significant sociological field of study.

The past research on marital decision-making was more inclined to women autonomy, household decision making authority and gender relation in marriage (ALSumri, 2015; Belay et al., 2016; Sabarawal et al., 2014). Although this literature offers useful information that helps understand the importance of autonomy in families, comparatively few studies have focused on how Generation Z views and resolves marriage choices in the context of the accelerated social and cultural transformation. Also, it is possible to note that the problem of the role of education and modern values in changing the attitude of the youth to marriage and the role of traditional authority in the family remains open to investigation as the baby boomers should still decide about their marriage.

It is in this regard that the current research paper intends to investigate this change in marital decision-making in Generation Z especially that of the transition between the family-based decision-making to an individual choice. Through investigating the place of education, contemporary cultural factors and the ongoing command of the family unit, this research will draw a more insightful sociological perspective on how the youths make their marriage choices in the modern society. In particular, the paper focuses on the following objectives: (1) discussing the evolving patterns of marital decision-making among Generation Z, especially the trend of the family control over the marriage choices to the individual choice; (2) explaining the role of education in the changing pattern of individual autonomy in making a decision regarding marriage; (3) discussing how modern values and cultural impacts influence the attitude to the marriage among Generation Z; and (4) discussing how the family still holds influence over making the choice despite the growing domestic independence. With the achievement of these purposes, the research paper is relevant to the general sociological research on the topic of family transformation, youth culture, and the shifting marriage practice in the modern societies.

### **Research Objectives**

1. To examine the changing patterns of marital decision-making among Generation Z, particularly the shift from family-controlled marriage arrangements toward individual choice.
2. To analyze the role of education in shaping individual autonomy in decisions related to marriage among young people.
3. To explore how modern values and global cultural influences affect attitudes toward marriage among Generation Z.
4. To investigate the continuing influence of family authority and cultural traditions in marital decision-making despite increasing individual autonomy.

### **LITERATURE REVIEW**

Marriage has been considered as an important social institution that structures the family life, manages various social relations and ensures continuity of culture in societies. Traditional social organization, and especially the collectivist cultures, has historically influenced marital choice to be founded on family authority, social norms and kinship ties as opposed to individual wants (Zuo, 2017). Sometimes, parents and the elders of these families dominated the way appropriate partners were chosen, which was a manifestation of a much larger system of patriarchal and general family power, all of which focused on the social compatibility, the family honor, and the financial soundness of the family (Shu et al., 2013). Nevertheless, the institution of marriage has been through a profound change in most societies due to the modernization processes, globalization processes, and the increasing availability of education avenues.

### **Modifications of Temporalities of Marital Decision-Making**

A number of researchers have reported how the marriage practice in various cultural settings has been changing. Allendorf and Pandian (2016) claim that, although the systems of arranged marriage still persist in most Asian cultures, more and more the marriage process is becoming hybrid as more people are involved in the process of selecting the partners. On the same note, Cherlin (2010) observes that contemporary communities are also experiencing a change in the trend of entering into marriages founded on emotional intimacy and personal satisfaction instead of social or economic beliefs. Thornton and Young-DeMarco (2001) also noted that the attitudes in marriage and family relationships have changed considerably and

have been fluctuating depending on the social changes connected with modernization and individualization over the past decades.

These transformations can also be traced in the South Asian cultures where the old family-based marital system is present along with new variables of personal decision making. As Ahmed (2022) puts it, the marital practices in Pakistan have been slowly transforming in that the young people are taking desires in terms of their life partners without ignoring family demands. Correspondingly, Banerji and Deshpande (2021) established that those who have a higher degree of choice when partnering with their partners tend to enjoy more autonomy in the marital relationships. These observations imply that the marital decisions are becoming more negotiated mechanisms that entail family advice as well as an individual agency.

### **Education and Self- Choice in Marriage**

Education has been well-known as a vital aspect in the autonomy and the capacity to make choices among people. Educational level is known not only to offer information and economic access but also increases levels of awareness of their individual rights, gender equality and social mobility (Brighouse et al., 2018). Education in developing societies has been linked to a rise in independence and enhancing the power to defy the traditional structures of authority (Anwar et al., 2013; Sultana, 2011).

Studies carried elsewhere within a different set of cultures also show that exposure to education will widen the thinking of people and make them have more confidence to make personal choices. According to Baker (2019), learning spaces promote reflexivity, which makes people take traditional norms and social demands critically. Consequently, there is a chance that educated youths place more importance on compatibility, emotional attachment, and respect towards each other when seeking marital partners.

Besides schooling, globalization and technology have played a great role in shaping the relationship and marriage views of the youths. The availability of more media, social media, and digital technology of communication has made young people deal with a variety of cultural values and pattern of relationships (Mostafapour et al., 2025). These factors have promoted the use of more personalized view of marriage, focusing on the emotional fulfillment, personal compatibility, and equality between a partner (Desai, & Andrist, 2010).

Research on Generation Z would indicate that the generation has lived in a highly globalized environment in which digital technologies and cultural exchanges throughout the world have contributed significantly to influencing social attitudes (Gulrajani & Shinde, 2025). According to Ramadhan et al. (2025), youths tend to struggle with the conflict between the demands of the traditional culture and the new model of how freedom should be exercised. In the same vein Sonkaya and Ocal (2024) determined that the youths are becoming to have an attitude changing gender roles, education and social norms greatly affecting their attitude towards marriage. These results imply that the younger generations are revising their understanding of the marital relationships due to the modern values and the effects of the world culture.

### **Continuing Influence of Family Authority**

In spite of such changes, family authority is also a significant element in marital choices in most cultures. It has been found that in spite of people having more freedom in their choice of partners, the significance of family approval can remain one of the key factors influencing the final choice (Banerji & Deshpande, 2021). The collectivist cultures tend to view marriage as a union between two families and not necessarily as a union between two individuals. This often leads to bargaining in the personal choice of the youth between their family expectations and their own desires to attain social consensus.

Research on the power of decision-making in households has also enabled me to highlight how family structures are patriarchal. Thompara (2015) discovered that, in most third world countries, marriage and decision making in the family involves traditional gender roles and hierarchies affecting marital relationships and decisions (Sabarwal et al., 2014; Belay et al., 2016). These results show cultural practice and family influence matrimonial decisions though modernization and education have increased individual freedom.

### **Theoretical Framework**

The current research has theoretical foundations of the theory of the metamorphosis of intimacy, according to Anthony Giddens, and more sociological generalizations about individualization and independence in contemporary relationships. Giddens (1992) observes that society today has been experiencing a reversal of traditional structures of relationships where people are no longer in relationships founded on the social necessity but rather as a result of emotional satisfaction and sharing of understandings as well as personal choice. Here, marriage is being transformed as a union founded on emotional compatibility as opposed to being an institution.

This theoretical point of view is further elaborated by the idea of the individual autonomy in the decision-making procedure in families. Baker (2022) and Joslin (2019) focus on the fact that the contemporary family systems are more inclined towards affirming the rights of individuals to make personal choices about intimate relationships. Learning, financial autonomy, and exposure to varied cultural influences help in the growth in individual autonomy in their families.

Meanwhile, sociological family and kinship theories underline that social institutions do not transform equally in the societies. Rather, both traditional norms and modern values tend to co-exist, and hybrid versions of marital decision-making are created. In this case, a person needs to find some sense of personal freedom but at the same time, he/she should uphold relations with family and culture.

Based on these theoretical views, this paper theorizes the concept of marital decision-making in Generation Z as an evolving process, whose nature is involved in the interplay of education, personal choice, contemporary cultural factors, and the enduring family authority. This paradigm can be used to gain an insightful perspective on how the youth deal with the conflict between the old social order and the new sets of individualistic ideals in modern culture.

### **METHODOLOGY**

In this study, the research design of the qualitative research will be used to investigate how the marital decision-making among Generation Z is changing to embrace individual choice in spite of traditional family authority brought by education and modern values. The study is based on the philosophical principles of interpretivist that attempts to explore the social reality in terms of the subjective meanings and experiences of people. The ontological aspect of the study presupposes that the realities are socially constructed, concerning the matters of marriage, familial authority, and personal autonomy and affected by the cultures, generations, and schooling. The research takes an epistemological method of interpretivist, which assumes that knowledge comes about with an interaction of researcher and the participants, and through the interpretation of their experiences and stories. The sample of the research included 11 respondents (6 males and 5 female) who were categorized as members of Generation Z and chosen with the help of a purposive sampling procedure to recruit the respondents who could provide the information that was relevant to the current perception of marriage and decision-making among the representatives of this generation. The interviews that were conducted were in-depth (semi structured) to enable the participants to give their perspectives on the family authority, individual autonomy, education and how modern cultural factors have

impacted on marriages decisions. The data obtained were examined through thematic analysis that consisted of the systematic coding and categorization of data and recognition of recurrent themes which were used to describe the perceptions and experiences of respondents. Ethical implications have been actively followed in terms of conducting the research process; the informed consent was taken before the interview, the participants were informed about the aims of the study, and the confidentiality and anonymity of the interviewees were provided. This paradigm allows understanding the sociological context of how learning importance and contemporary values are transforming marriage choices in Generation Z as the family institution still plays a role in that process.

## RESULTS

*Table 1: Demographic Characteristics of Respondents*

Respondent ID	Gender	Age	Education	Locality	Marital Status
R1	Male	22	Bachelor	Rural	Unmarried
R2	Female	21	Bachelor	Urban	Unmarried
R3	Male	24	Master	Urban	Unmarried
R4	Female	23	Bachelor	Rural	Unmarried
R5	Male	25	Master	Rural	Unmarried
R6	Female	20	Bachelor	Urban	Unmarried
R7	Male	26	Master	Urban	Unmarried
R8	Female	22	Bachelor	Rural	Unmarried
R9	Male	27	Master	Urban	Unmarried
R10	Female	24	Bachelor	Urban	Unmarried
R11	Male	23	Bachelor	Urban	Unmarried

The generation Z respondents that were studied were 11, comprising 6 males and 5 females. The respondents were selected on a purposive basis so as to get a wide range of views on marital decision making, education and power within a family. The majority of the respondents were either university students or graduates, which is why the study relates to the aspect of education in the development of individual autonomy. The age of the participants was between 20-27 years and it represented the demographic known as the generation Z.

### Thematic Analysis

The thematic analysis has four major themes and several sub-themes that explain the transformation of marital decision-making among Generation Z.

**Table 2: Themes and Sub-Themes**

Theme	Sub-Themes
Decline of Absolute Family Authority	Reduced parental control, consultative decision-making, generational differences
Education and the Rise of Individual Autonomy	Critical thinking, independence through education, empowerment in decision-making
Influence of Modern and Global Values	Social media exposure, changing ideals of marriage, emphasis on compatibility
Negotiating Between Tradition and Personal Choice	Family approval, cultural expectations, balancing autonomy and tradition

### **Theme 1: Decline of Absolute Family Authority**

The results show that there is a certain trend of disruption in the patriarchal system of making decisions in marriage. Although the influence of parents in this is still there, its prevalence among Gen Z is slowly going down with the respondent noting that the youth are more demanding to be a part of the decisions taken to decide on their life partners than accepting any decision made against their will by the elderly.

One respondent stated: *“Marriages in the parents’ generation were in full control of families but these days’ young people are requiring that they are involved in selection of who they would marry.”* (R3)

Another participant said that: *“Parents still give us directions, but now they cannot make choices as they did in the past as the youths are more knowledgeable and are independent.”* (R6)

One of the male respondents mused over the generational difference: *“My parents were just not able to choose when to get married, and they are even aware that our generation needs to have a say in such matters.”* (R1)

On the same note, one of the female respondents noted: *“Earlier generation never challenged the authority of the family, but the youths are more willing to discuss before such a huge choice.”* (R10)

These reactions indicate the changing family authority as to being involved in the process of making decisions in marriage, where the family is no longer making decisions as a dominant figure.

### **Theme 2 Education and the Rise of Individual Autonomy**

Education turned out as one of the strongest conditions that helped to form the independence of Generation Z when it comes to marriage choices. The respondents came up with the same issues that educational exposure fosters independence, self-confidence, and sensitivity to individual rights.

One participant stated: *“Education is one which makes us think on our own. Due to that, many youths feel that now they need to select an individual to become a couple.”* (R2)

Yet another respondent described: *“When students study in universities, they get to see various types of individuals and become more liberalized regarding the aspect of relationships.”* (R8)

The higher education role was highlighted by one of the male respondents: *“Education gives the courage to be able to show oneself what he or she wants in life such as in matters concerning marriage.”* (R5)

Equally, one other participant said that: *“Educated people are more conscious and would consider matching and understanding instead of following the family order.”* (R9)

One female respondent added: *“Young women are more confident in their opinions about marriage and their future with education.”* (R4)

These results denote the fact that education plays a significant role in empowering young people in the decision making process of marriage.

### **Theme 3: Influence of Modern and Global Values**

Globalization and the use of social media were deemed as key aspects of cultural influences that shape the attitude towards marriage among Generation Z. Being exposed to the global views makes the young people look at emotional compatibility, equality, and the personal fulfillment as important.

One respondent explained: *“Through social media, people experience other lifestyles and relationships and thus, they have a different perception on marriage.”* (R11)

Another participant stated: *“Today people desire a partner who can know them on such a personal level, not one who may be picked by the family.”* (R8)

A male respondent said that: *“Our culture has been affected by the global culture. We observe incidences of love and compatibility between people marrying.”* (R5)

On the same note, one of the participants stated: *“Movies and social media define what relationships should be like and the way we perceive marriage.”* (R3)

A comment made by another respondent noted: *“Instead of traditional hierarchical roles they have equality and equal respect with their partner, which is what young people desire today.”* (R10)

These answers have proved the necessity of contemporary cultural exposure in renewing the ideals of marriage among Generation Z.

#### **Theme 4: Negotiating Between Tradition and Personal Choice**

Although there is growing independence, the respondents insisted family customs and expectations on marriage make a difference in marriage decisions. The balance of personal preferences and family approval is one process that had been described by many of the participants.

One participant said that: *“Even in a case where I select one on my own, I would still seek the approval of my parents since family support is valued in our society.”* (R2)

Another respondent stated: *“Young people are eager to have freedom of choice, however, they do not disrespect their family traditions.”* (R7)

A female respondent shared: *“Overall, the pressure of relatives sometimes occurs, and the majority of young people attempt to create a balance between their decision and family requirements.”* (R6)

Likewise, one more participant said: *“Marriage does not merely cover two people in the society, but deals with families.”* (R9)

One of the respondents described the situation by saying: *“This generation wants two things: a free choice and family acceptance.”* (R1)

These results show that the members of Generation Z tend to strike a balance between individual independence of choice that is current and traditional family demands when making a choice regarding marital life.

On the whole, the findings demonstrate a slowing in marital decision-making in the generation Z. Although the traditional family authority still plays an important role, education, the values of modernity and the exposure to the global culture are favoring the use of increased individual autonomy. Nevertheless, instead of an absolute rejection of tradition, the generation Z is more likely to combine the individual decision and the family consent and represent the hybrid system of making marital decisions.

## DISCUSSION

The results of this paper indicate that there has been a change in marital decision-making in Generation Z, which is a reflection of the larger sociological trends in transitioning the family authority to more individualism. The findings demonstrate that family influence is an important factor though the young individuals are increasingly demanding to be involved in making decisions about their marriage partners. This movement can be viewed as broader tendencies toward socio-economic alteration in the form of modernization, education, and globalization. In line with prior studies, the results show that the process of making marital decisions is slowly transforming into a family-controlled one but becomes more negotiated and encompasses individual agency as well as family consultation (Allendorf & Pandian, 2016; Banerji & Deshpande, 2021).

Among the most important conclusions in this study, one can distinguish the weakening of the absolute family authority in making marriage choices. According to the respondents, the youth of this time are not as fortunate as they used to be because young individuals are demanding to be held in the appointing of their life partners. This transition confirms previous sociological findings that the traditional arranged marriage arrangements are accommodating more to the current demand of modernity in terms of individual choice and engagement (Ahmed, 2022). Family guidance is still necessary even though it seems that its importance has shifted with an authoritative control to consultative involvement. This trend correlates with the processes of individualization overall in the family life whereby individual tastes and emotional correctness appear to increasingly play a greater importance in the marriage choices (Cherlin, 2010; Thornton & Young-DeMarco, 2001). The results hence confirm the argument that in modern societies, marriage is slowly moving towards a more individualistic process as opposed to a collective family decision making process. The research paper also puts emphasis on the great role played by education in ensuring that the individual is a determining factor in the decisions concerning marriage. According to the respondents, it is always noted that exposure to education increases autonomy, critical thinking, and assertiveness on the expression of tastes. These results confirm earlier research that education relates to an augmented autonomy and the capability of choice in both family and personal connections (Albert & Escardibul, 2017; Brighthouse et al., 2018). At this, it seems that education can make young people more active and enable them to challenge the existing norms and take a more active role in the decision-making process concerning their future. The former literature has also demonstrated that education has the potential to lower inflexible hierarchical organization in families through the promotion of the reflexivity and consciousness of personal rights (Baker, 2019; Anwar et al., 2013). The findings of the given research prove the hypothesis that the educational experiences are extremely important in transforming the generational approach towards marriage and family authority.

The other significant discovery concerns the impact that contemporary and the global cultural values have on the perceptions of marriage held by the Generation Z. Respondents often mentioned how social media, the exposure of different cultures in the world and outlets of digital communication influenced their perception of relationships. These forces shape the youths towards valuing and focusing on emotional compatibility, equality and personal satisfaction in marital relationships. The same has been observed in recent articles on effects of globalization on youths as far as marriage and relationship attitudes are concerned (Mostafapour et al., 2025; Ramadhan et al., 2025). Generational Z being a digitally connected generation is especially susceptible to different cultural discourse regarding relationships and they help shape more individualized visions of marriage (Gulrajani & Shinde, 2025; Dudhat, et al. 2025). This data corroborates the hypothesis of technological change and globalization impact on the present relationship standards.

Although the focus on individual autonomy is increasing, the results also indicate that family approval and cultural traditions still have a considerable influence and contribution on the decision-making process in marriage. According to most of the respondents, they wanted to match their personal inclinations to family demands, and this means that marriage is very much embedded in wider family and culture formations. This finding is not correlated with the literature carried out in cultures with a collectivist approach, as it indicates that the presence of more autonomy in partner choice does not prevent the family approval as a factor in marriage (Banerji & Deshpande, 2021; Ahmed, 2022). On the same note, other studies have revealed that household decision-making processes still display the traditional cultural norms and extended kinship among many developing communities when it comes to marital relationships (Belay et al., 2016; Sabarawal et al., 2014). The results of the current study consequently indicate that instead of doing away with the traditional norms entirely, the current marital decision-making is a direct indication of a hybrid model, which combines the individual choice and family participation.

In theoretical terms, finding is highly consistent with the modification of intimacy postulated by Anthony Giddens (1992) which holds that the idea of emotional gratification, shared comprehension as well as individual choice in forming relationships today is becoming more dominant in traditional relationships than the constitutional commitments. Experiences of the respondents can be related to the development of the so-called pure relationships, in which people are finding a partner according to compatibility and value similarities and not merely to their compliance with the social norms. Concomitantly, the results also bring out the current applicability of sociological models of family power and kinship systems. Even though, according to Joslin (2019) and Baker (2022), contemporary family systems place more emphasis on the autonomy of individuals, they do not lose critical social and cultural networks in families.

## **CONCLUSION**

This paper discussed the current trends in marital decision-making in Generation Z and how the family authority is shifting toward the growing individual autonomy due to education and the culture of modernity. The results show that despite the importance transferred to the family aspect, young individuals are growing more demanding of their direct engagement in the process of the selection of their life partners. This is an indication that there is a shift in the all family dominated marriage to more participative, negotiated matters of the marriage. Education was considered one of such processes that lead to formation of autonomy because an individual with a good education is better equipped to think critically, take up independence and appreciation of their personal rights and hence being able to articulate their own preferences in marriage. Also, generation Z has been affected by globalization and exposure to digital media that emphasize the sense of compatibility, understanding, and equality in the individual relations. These developments are in tandem with larger sociological facts that contemporary societies are slowly becoming more focused on individual choice in intimate relations.

Regardless of these changes, the decisions about marriage are still influenced by family approval and cultural norms especially in collectivist societies. Instead of defying the conventions completely, Generation Z is more likely to find the balance between personal likes and family demands. As a result, the current trends of marital decision making models are an expression of the hybrid model of individual autonomy and family engagement.

On the whole, the article shows that the marital decision making in Generation Z is changing gradually without the total substitution of old practices. The interplay of education, the contemporary culture, and the family values which have remained intact, still influence the contemporary society of marriage choices amongst young people.

### RECOMMENDATIONS

Resting on the results of this paper, a number of recommendations can be offered. First, the schools must facilitate educational campaigns and dialogues on healthy relationships, family communication, and marital decision-making in response to ensuring that the youth acquire balanced attitudes in regard to individual will and family demands. Second, the families need to promote an open communication with the younger generations in a way that the marital choices are taken based on the shared understanding and not on the authority alone. Third, the promotion of gender equality, education, and youth empowerment should be assisted by the policymakers and social organizations because these factors lead to informed and responsible decision-making in personal relationships. Lastly, research in future should elaborate more on the generational transformation in marriage attitude among the various socio-cultural settings and an extended sample population to offer a clearer picture of changing marriage practices in the modern societies.

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