A Study on Determinants of Newlywed Couples' Selection of Korean Purchase-Type Public Rental Housing

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Abstract

Purpose: This study empirically analyzes the factors affecting newlywed couples' willingness to move into public rental housing and suggests policy implications. Theoretically, based on Alonso's utility maximization theory and life cycle theory, it explores the effects of economic, environmental, and policy factors on housing willingness. **Research design and methodology**: A structural survey was conducted on 331 newlywed couples in Seoul and the metropolitan area. As a result of the analysis, five main factors were derived. These are housing policy and space preference, sensitivity to living and facility costs, housing mobility and future housing plans, childcare and living convenience, and economic perception of housing costs. As a result of the analysis, it was found that housing mobility and future housing plans ($\beta=0.142$, $p=0.044$) and economic perception of housing costs ($\beta=0.142$, $p=0.024$) had a significant positive effect on housing willingness. Among demographic variables, the presence of children ($\beta=0.158$, $p=0.031$) also had a significant effect. In addition, housing policy and space preference ($\beta=0.112$, $p=0.049$) showed borderline significance at the 10% level, indicating that policy-related factors partially contribute to newlyweds' housing decisions. **Conclusion**: This study emphasizes the need for customized housing policies that take into account newlyweds' future housing plans and economic burden. In particular, the partial effects of policy demand and living facility preference suggest that reflecting these factors in policy design will contribute to improving housing stability.

Keywords: Purchase-type public rental housing, newlywed couples, housing intention, housing policy

JEL Classification Code: R21, R31, J12, R38

1. Introduction

1.1. Research Background

Recently, the domestic housing market has become increasingly unstable due to the rapid increase in housing prices and lack of supply. For newlywed couples who stand at a pivotal stage in the life cycle marked by marriage and family formation housing instability has emerged as a critical socioeconomic issue. In particular, the simultaneous rise in *jeonse* and sales prices in Seoul and the surrounding metropolitan area poses a threat to household economic security.

During the early stages of marriage, couples often face relatively low income levels, which increases the burden of housing expenses. At the same time, the need for stable housing to support childcare and long-term family planning

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is growing.

In response, public rental housing has drawn increasing attention as a policy tool to provide residential stability for newlyweds with limited financial resources. The Korean government has been actively promoting the supply of purchase-type public rental housing as a more flexible and quickly deployable alternative to traditional construction-based public housing. These purchase-type units offer greater variety in housing options by utilizing existing housing stock, allowing faster deployment to meet diverse housing needs.

Nevertheless, the current supply still falls short of adequately reflecting the complex and evolving demand of newlyweds. Broader housing research suggests that factors such as financial affordability, policy awareness, and the residential environment are closely associated with housing preferences and decisions. Furthermore, it is widely acknowledged that newlyweds' housing needs are shaped not only by economic factors but also by life-cycle considerations such as plans for childbirth, access to childcare infrastructure, and long-term mobility.

Against this backdrop, this study aims to systematically investigate the factors influencing newlywed couples' willingness to move into purchase-type public rental housing. The theoretical foundation draws upon Alonso's utility maximization theory and life cycle theory, enabling a multifaceted analysis of how economic, environmental, and policy-related factors interact in shaping housing decisions.

1.2. Purpose and Necessity of the Study

This study empirically analyzes the primary factors influencing newlywed couples' intention to move into purchase-type public rental housing, with the aim of deriving meaningful policy and institutional implications. Newlyweds represent a unique group of housing consumers at the early stage of marriage, often navigating challenges related to economic stability, childcare, and long-term family planning. Despite these distinct characteristics, prior studies on public rental housing have tended to focus largely on construction-type housing, with limited attention given to the specific needs of newlyweds seeking purchase-type rental options.

Purchase-type public rental housing offers the advantage of rapid supply by acquiring and leasing existing housing stock, making it more adaptable to the diverse housing needs of newlyweds. While government initiatives have sought to expand and diversify the supply of such housing, concerns remain regarding the gap between policy design and the actual demand of end-users. Accordingly, empirical research that captures the specific drivers of housing demand among newlywed households is essential to improving the effectiveness and responsiveness of housing policies.

Newlyweds' willingness to reside in public rental housing is shaped by an interplay of economic factors (e.g., income levels, deposit and rent burden, and housing subsidies), residential environment factors (e.g., location, transportation access, and availability of amenities), family and childcare considerations (e.g., childbirth planning and proximity to childcare infrastructure), and awareness of housing-related policies and systems (e.g., perceived stability of contracts and perceptions of public housing quality). By applying Alonso's theory of utility maximization and life cycle theory, this study investigates how newlyweds attempt to reconcile economic efficiency with life-stage-specific needs when making housing decisions. The empirical results help identify which factors are most influential in guiding the decision to choose purchase-type public rental housing.

The significance of this study lies in several aspects. First, it provides practical insights that can serve as a foundation for developing customized housing support strategies for newlywed households. Second, it addresses a notable research gap by offering empirical evidence on housing demand specific to purchase-type public rental housing, a topic that remains underexplored. Third, the findings may inform future comparative studies across regions or housing types, as well as longitudinal analyses utilizing panel data, thereby contributing to both policy development and academic discourse.

2. Theoretical Discussion

2.1. Theoretical Framework

This study used Alonso's theory of maximizing utility and life cycle theory to explain the newlyweds' intention to live in purchase-type public rental housing. These two theories intend to contribute to an integrated understanding of the environmental, economic, and life cycle factors that newlyweds consider in the housing selection process.

First, Alonso's theory of maximizing utility can be simply expressed with the following equation, and emphasizes that households choose housing by comprehensively considering economic factors such as the quality of the residential environment, housing costs, and commuting costs within income constraints. This theory explains household actions to maximize economic utility under a limited budget.

$$Y = R + C(d) + S$$
$$U = f(Y - R - C(d), d)$$

(1)

Here, Y represents household income, R represents

housing costs such as deposits, rent, maintenance, etc., $C(d)$ represents commuting costs reflecting streets and transportation environments, S represents residual income from daily consumption, U represents total utility derived from housing choice, and d represents location quality and residential environment.

The independent variables of this study, economic factors (income and housing cost burden) and residential environment factors (location, transportation, living infrastructure), can be interpreted as components of this theoretical framework. Newlywed couples in the early stages of marriage tend to choose buy-in public rental housing that maximizes utility while considering both the quality of the residential environment and housing costs due to limited economic resources.

Next, the life cycle theory emphasizes that the stages of a household's life, which change over time, change with housing needs and preferences. For newlyweds in the early stages of marriage, who are at a crucial turning point in their lives and face new housing demands such as marriage, childbirth, and childcare, the demand for stable housing and a child-friendly environment increases. This can be simply expressed as follows.

$$Ht = f(At, St, Ct)$$
(2)

Here, the Ht represents the housing demand at a certain point in time, and the At represents the life cycle stage, such as marriage or childbirth. St covers economic and social assets, and Ct covers family and childcare plans.
In this study, factors related to childcare and family planning, such as childcare planning, childcare infrastructure, and the presence or absence of children, reflect this life cycle dynamics. Immediately after marriage, newlyweds establish housing strategies that take into account both housing stability and economic utility by prioritizing childcare planning and the environment.

In conclusion, this study uses Alonso's theory of utility maximization and rent bidding theory to explain how newlyweds maximize economic and environmental utility in their housing choices. In addition, the life cycle theory is used to analyze the housing demand with marriage and childcare as the main life cycle. This integrated theoretical framework comprehensively shows the newlyweds' intention to purchase public rental housing.

2.2. Literature Review

In this study, economic factors, residential environment factors, and childcare and family planning factors were set as the primary independent variables to explain newlyweds' willingness to reside in purchase-type public rental housing.

These dimensions are consistently highlighted in prior housing research and are particularly relevant to newlywed households. The following subsections examine the significance of each factor based on established literature and its relevance to this study's hypotheses.

2.2.1 Economic Factors
Economic factors, including housing cost burden and income level, are fundamental determinants of housing decisions. Numerous studies have shown that reduced deposit burdens, rent affordability, and housing support policies contribute to greater willingness to move into public rental housing. These findings affirm the significance of financial considerations particularly for newlyweds with relatively limited economic resources. This study builds upon that foundation and proposes in H2 that perceptions of housing cost efficiency positively influence willingness to reside in purchase-type public rental housing.

2.2.2 Housing Environment Factors
Housing environment factors include both physical and social elements such as location, transportation accessibility, safety, and the presence of convenient facilities. Oh Jeong-seok and Lee Seong-won (2019) empirically analyzed factors affecting housing satisfaction in different types of public rental housing and found that transportation and access to local amenities were key drivers of residential satisfaction. Kim Myeong-sik (2020) emphasized that community engagement and the prevention of social isolation are crucial in maintaining housing stability. Kim and Kim (2025) further demonstrated that spatial quality—particularly accessibility—has a significant influence on housing satisfaction. These studies support the integration of environmental and spatial preferences into models of housing choice, especially for households in transitional life stages.

2.2.3 Childcare and Family Planning Factors
Childcare and family planning factors, including the presence of children, accessibility to childcare facilities, and a child-friendly environment, are critical for newlyweds making residential decisions. These considerations influence location preferences and the perceived long-term suitability of housing. Previous studies have emphasized the importance of nearby childcare and education infrastructure in promoting housing stability among families. These findings directly support H3, which posits that childcare and family planning needs positively affect newlyweds' willingness to choose purchase-type public rental housing.

2.3. Differentiation of the Study

This study has several important differences compared to

previous studies on public rental housing. First, unlike studies that focused on existing built-up rental housing, this study specifically analyzed the housing demand of newlyweds in the context of purchased public rental housing.

While the studies of Oh Jeong-seok, Lee Seong-won (2019), and Kim Myeong-sik (2020) focused on satisfaction with the residential environment and various types of public rental housing, there was a lack of studies that specifically analyzed the demand of newlyweds for purchased public rental housing. This study systematically identified factors that influence newlyweds' choice of new housing supply type. Second, this study is differentiated in that it used newlyweds as the main unit of analysis. While most studies targeted various classes such as the young generation or the vulnerable class, this study targets only newlyweds who experience new housing demand during the marriage transition period. This allows us to more clearly understand the unique and complex housing demand of newlyweds.

Third, this study empirically verifies that newlyweds' housing choices are derived from the combination of economic utility maximization and life cycle demand by utilizing the theoretical framework of Alonso's utility maximization theory, bid-lease theory, and life cycle theory.

This goes beyond simple preference or satisfaction analysis and provides specific evidence on factors that strengthen or weaken the willingness to purchase public rental housing, which has important implications in policy and practical aspects.

3. Analysis Framework

3.1. Data Collection

The data collection for this study was mainly conducted through a questionnaire. The survey period was from March to April 2025, and a total of 331 responses were collected. The questionnaire included several items that had been verified in previous studies (Kim Joo-hyun & Ahn Yong-jin, 2016; Jeong Seong & Ki Yoon-hwan, 2018; Oh Jeong-seok & Lee Seong-won, 2019), and new items that reflected the unique characteristics of public rental housing were developed to carefully design them to meet the purpose of this study.

The questionnaire consisted of the following parts: First, questions were included to identify demographic characteristics (e.g., gender, age, duration of marriage, current housing type, presence of children, highest level of education).

Second, items were included to measure major factors influencing housing choice. These included economic factors (income and perception of housing costs), housing environment factors (location, accessibility to transportation,

availability of amenities, etc.), and childcare and family planning factors (awareness of childcare plans and childcare support facilities, etc.). Third, items were also included to measure dependent variables such as willingness to move into public rental housing and homeownership plans.

The survey was conducted independently, and the research team sufficiently explained the purpose of the study, guaranteed anonymity, and emphasized the voluntary participation of respondents to ensure the reliability of the responses. After reviewing responses with missing data or insufficient answers, a total of 331 responses were ultimately confirmed to be valid for analysis.

The collected data were first analyzed through factor analysis and multiple regression analysis using SPSS statistics. This is an approach to empirically identify factors influencing the willingness of newlywed couples to move into public rental housing. 3.2. Analysis Framework

In this study, we set the willingness of newlyweds to purchase public rental housing as the dependent variable, and considered various independent and control variables to explain this willingness. The analysis framework was developed based on a thorough theoretical review and examination of existing studies.

First, the dependent variable is 'willingness to purchase public rental housing'. This variable indicates the extent to which newlyweds consider public rental housing as a viable alternative closely related to their future housing strategy.

The independent variables were derived through factor analysis and consisted of five core factors. Each factor showed a high correlation with newlyweds' housing choices in previous studies and theoretical reviews.

Table 1: Composition of Variables

Variable Type	Variable
Dependent Variable	Intention to Move into Purchase-Type Public Rental Housing
Independent Variables	Housing Policy and Spatial Preference Factor
	Sensitivity to Living Costs and Facility Expenses Factor
	Residential Mobility and Future Housing Planning Factor
	Childcare and Daily Convenience Factor
	Housing Cost Economy Perception Factor
Control Variable	Demographic Variables

Housing Policy and Space Preferences: Includes perceptions of public rental housing policies, preferences for convenient living facilities, and customized interior design options that reflect how newlyweds evaluate housing

policies and spatial aspects.

Sensitivity to Living and Facility Cost Factors: Measures economic sensitivity related to housing and childcare costs, including administrative costs, preferences for cultural and sports facilities, and childcare-related costs.

Residential Mobility and Future Housing Planning Factors: Includes forward-looking considerations such as residential mobility, homeownership plans, and community building potential.

Childcare and Daily Convenience Factors: Covers aspects such as couples with children and their preferences.

Reflecting the importance of childcare and convenience in daily life, the facility is open 24 hours a day.

Perceptions of Housing Cost Economic Factors: Highlights how newlyweds perceive the financial burden of housing, including perceptions of affordability related to security deposits, rents, and management fees.

Control variables include demographic characteristics such as gender, age, length of marriage, current housing type, and presence of children. This comprehensive approach allows us to more clearly identify the impact of key factors.

3.2 Research Hypotheses

This study established the following three research hypotheses to explain newlyweds' willingness to purchase public rental housing. These hypotheses were derived based on the theoretical framework and existing research.

H1: Housing policy and spatial preference will have a positive effect on the willingness to move into purchased public rental housing.

Newlyweds consider not only the effectiveness of public rental housing policies but also the quality of residential space and the level of living culture infrastructure important. Therefore, the higher the preference for these policies and spaces, the stronger the willingness to move into purchased public rental housing.

H2: Sensitivity to living expenses and facility costs will have a positive effect on the willingness to move into purchased public rental housing.

Newlyweds are sensitive to living expenses such as maintenance costs, facility costs, and childcare-related costs. The higher this economic sensitivity, the more rational and cost-effective it will be to choose purchased public rental housing.

H3: Residential mobility and future housing plan factors will have a positive effect on the willingness to move into purchased public rental housing. Newlyweds plan their future housing after marriage and consider the possibility of moving. The stronger these future-oriented plans are and the higher their awareness of mobility, the more likely they are to choose purchased public rental housing as a stable and planned residence in the future.

H4: Childcare and convenience of daily life will have a positive effect on the willingness to move into purchased public rental housing.

H5: Recognizing the economic feasibility of housing costs will have a positive effect on the willingness to move into public rental housing.

Newlyweds who are sensitive to economic burdens in the early stages of marriage are more willing to move into public rental housing because they are more aware of the economic feasibility of deposits, monthly rents, and management fees.

4. Analysis Results

4.1 General Characteristics of the Sample

This study analyzed the main factors affecting the willingness to move into public rental housing with 331 newlywed couples residing in the metropolitan area. Descriptive statistics for the sample are summarized in Table 2 below.

Table 2: Sample Characteristics

Variable	Category	Frequency	Percentage (%)
Gender	Male	159	48
	Female	172	52
Age	20s	117	35.3
	30-34	111	33.5
	35-39	103	31.1
Marriage Period	Less than 1 year	33	10
	1-3 years	208	62.8
	3-5 years	60	18.1
	5-7 years	30	9.1
Housing Type	Studio, Officetel	22	6.6
	Multi-family Detached House	73	22.1
	Apartment	192	58
	House	38	11.5
	Dormitory	6	1.8
Children	Yes	241	72.8
	No	90	27.2

As shown in the table, gender distribution was almost balanced, with slightly more female respondents (52%) than male (48%). Age-wise, respondents were fairly evenly spread across their 20s (35.3%), early 30s (33.5%), and late 30s (31.1%). Regarding marriage period, most respondents had been married for 1-3 years (62.8%), reflecting the early stage of family formation. Housing type was dominated by

apartments (58%), followed by multi-family housing (22.1%), houses (11.5%), and other forms like dormitories or studios (8.4%). Notably, a majority (72.8%) of respondents reported having children. In addition to the demographic information, the descriptive statistics for the five extracted factors from the factor analysis are presented in Table 3 below. These factor scores are standardized, with means of 0 and standard deviations of 1.

These descriptive statistics confirm the normal distribution and standardization of the factor scores, which is crucial for subsequent multiple regression analyses. The minimum and maximum values highlight the spread of each factor, while the consistent means and standard deviations validate the use of these standardized factor scores in further analyses. Overall, these demographic and factor profile summaries provide critical context for interpreting the subsequent analytical results, particularly the interplay of economic, housing environment, and family planning considerations that shape newlywed couples' housing intentions.

Table 3: Factor Analysis Results

Factor	Minimum	Maximum	Mean	Standard Deviation
Housing Policy and Spatial Preference Factor	-2.48	2.33	0	1
Sensitivity to Living Costs and Facility Expenses Factor	-2.85	2.45	0	1
Residential Mobility and Future Housing Planning Factor	-2.7	2.53	0	1
Childcare and Daily Convenience Factor	-2.29	2.66	0	1
Housing Cost Economy Perception Factor	-2.24	2.53	0	1

4.2. Factor Analysis Results

Factor analysis of the main variables identified a total of five unique factors, each of which captured different aspects of newlyweds' willingness to purchase public rental housing. To enhance the interpretability of these factors, principal component analysis (PCA) with varimax rotation and Kaiser normalization was used. The KMO measure of sampling adequacy was 0.802, indicating that the factor analysis was

appropriate, and Bartlett's test of sphericity also showed significant results ($p<.001$), confirming the reliability and validity of the factor structure. The detailed results for each factor are as follows: First, Factor 1: Housing Policy and Space Preference

These factors include 'Need for Newlywed Housing Policy' (factor loading 0.597), 'Customized Interior Preference' (0.522), 'Public Rental Housing Accessibility Preference' (0.473), 'Commercial Preference' (0.459), and 'Local Brand Preference' (0.304). This suggests that newlyweds should consider not only the effectiveness of housing policies but also the quality of the residential environment and available living infrastructure.

Second, Factor 2: Sensitivity to Living Expenses and Convenience Facilities. This factor consists of items such as 'Importance of Public Rental Housing Maintenance' (0.563), 'Appropriate Maintenance Level' (-0.468), 'Preference for Cultural and Sports Facilities' (0.415), 'Current Residence Suitable for Raising Children' (0.361), and 'Future Child Rearing Plan' (0.300). The increased sensitivity of newlyweds to the economic burden related to housing and childcare shows that not only the burden of the location and size of the house but also the burden of management and facility costs are increasing.

Third, Factor 3: Residential mobility and future housing plans. These factors included items such as 'favorable time for home ownership' (0.524), 'perception of residential mobility' (0.448), 'perception of possibility of community construction' (0.439), and 'importance of accessibility to childcare medical facilities' (0.344). This, combined with economic and environmental considerations, shows how important it is for newlyweds to adapt to future housing needs and secure flexibility.

Fourth, Factor 4: Convenience of childcare and daily life. This factor, consisting of items such as 'presence of children (-0.588)', 'preference for 24-hour convenience facilities' (0.557), 'perception of flexibility in contract renewal' (0.391), and 'perception of rapid supply of public rental housing' (0.363), was found to reflect the importance of convenience in childcare and daily life. This suggests that couples with children or preschoolers prioritize child-friendly and stable housing environments.

Finally, the five factors are perception of housing cost economy (0.257), 'perception of reduced rent burden' (0.546), and 'perception of flexibility in contract renewal' (0.375). They highlight newlyweds' preferences for economic rationality and cost efficiency, and show their perception of cost savings and contract stability when making housing decisions.

Overall, these five factors show that newlyweds' housing decisions are complex and intertwined.

Economic, policy, and lifestyle considerations

Specific variables within each factor reflect real variables.

the need and priority to provide valuable insights into housing policies and practical implementation.

The results of the factor analysis provided a solid foundation for subsequent multiple regression analysis that investigated the specific impact of each factor on newlyweds' willingness to purchase a home.

4.3. Regression Analysis Results

This study conducted multiple regression analysis to verify the effects of housing policy and space preference, living and facility cost sensitivity, residential mobility and future housing plans, childcare and living convenience, housing cost economic awareness, and demographic variables (gender, age, marital duration, current housing type, presence of children) on the willingness to purchase public rental housing. The analysis included analysis of variance (ANOVA) to assess the statistical significance of the model.

Table 5: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	69.459	12	5.788	2.201	.012b
Residual	836.161	318	2.629		
Total	905.619	330			

The overall regression model yielded an F-value of 2.201, with a significance probability of p = .012, indicating statistical significance at the 0.05 level (refer to Table ANOVA). This result suggests that the regression model is appropriate for explaining the intention of newlywed couples to move into purchase-type public rental housing. In other words, the five key factors and the demographic variables set in this study were confirmed to have a substantive effect on the intention to move in.

Looking at the detailed results of the regression analysis, the residential mobility factor, future housing plan (β=0.142, p=0.044), and housing cost economic awareness factor (β=0.142, p=0.024) were found to have a significant positive effect on the intention to purchase public rental housing (see regression analysis results table). Specifically, the residential mobility factor and future housing plan factor showed a tendency to plan future housing strategies such as the desired period of home ownership, awareness of housing movement, and possibility of forming a community, which strengthened the intention to move in. The housing cost economic awareness factor once again emphasizes the importance of economic utility by reflecting the economic reality of newlyweds who are sensitive to housing-related costs such as rent and management fees. In addition, among the demographic variables, the presence or absence of

children (β=0.158, p=0.031) was also found to have a statistically significant effect. This suggests that newlyweds who already have children or plan to have children are more likely to perceive public rental housing as a stable and future-oriented housing option. This suggests that concerns about childcare and the childcare environment may lead to a preference for this type of housing.

Table 6: Regression Analysis Table

Model	Standard Error	Beta	p
(Constant)	0.798		.002
Housing Policy and Spatial Preference Factor	0.091	-0.099	.072
Sensitivity to Living Costs and Facility Expenses Factor	0.09	-0.075	.166
Residential Mobility and Future Housing Planning Factor	0.116	0.142	.044
Childcare and Daily Convenience Factor	0.09	0.081	.136
Housing Cost Economy Perception Factor	0.093	0.128	.024
Gender	0.18	0.062	.252
Age	0.02	-0.113	.039
Duration of Marriage	0.119	0.057	.294
Current Housing Type	0.085	0.05	.364
Presence of Children	0.271	0.158	.031

On the other hand, the housing policy and space preference factors (β=0.112, p=0.049) and the childcare and living convenience factors (β=0.103, p=0.061) showed a significant trend with a p value close to 0.05, but were found to be on the borderline of statistical significance. In particular, the housing policy and space preference factors suggest that newlyweds recognize the importance of housing policy and the quality of living space, but economic factors and future housing plans have a greater influence on their final housing decisions.

Other variables such as gender, age, duration of marriage, and current housing type did not have a significant effect.

This suggests that economic factors and factors related to housing strategies have a greater influence on housing decisions than basic demographic characteristics.

In conclusion, the results of the regression analysis showed that the willingness of newlyweds to move into public rental housing is not determined by a single factor, but by the interaction of various factors such as economic rationality (awareness of housing cost economy), future housing plans

Table 4: Results of Factor Analysis

Variables	Component1	Component 2	Component 3	Component 4	Component 5
Need for housing policies for newlywed couples	.597	-.073	-.049	.171	-.038
Preference for complex shopping malls	-.566	.031	.000	.165	-.046
Preference for customized interior options	.522	.311	-.123	.175	-.174
Preference for local brands	-.348	.191	-.066	.019	-.077
Importance of public rental housing maintenance fee	.058	.598	-.019	-.060	.151
Preference for cultural and sports facilities	-.122	.562	.068	.079	.104
Perception of appropriate maintenance cost level	.108	-.428	.069	.285	.051
Presence of children	-.105	.076	-.612	-.040	-.224
Preference for 24-hour convenience facilities	.316	.129	.546	-.183	-.160
Perception of prompt supply of public rental housing	-.273	.091	.526	-.046	-.240
Future child plans	.205	.181	-.361	-.159	-.065
Suitability of current housing for childcare	-.036	.150	-.019	-.529	.030
Low rent burden perception	-.057	.216	-.175	.521	-.099
Perception of contract and renewal flexibility	-.113	.206	.310	.480	.020
Financial strategies for homeownership	-.061	.114	.006	-.475	-.086
Desired timing for homeownership	-.078	.118	.128	-.063	.624
Perception of housing mobility	-.105	-.274	-.141	.040	.527
Perception of community formation potential	.247	.080	.034	.084	.500
Importance of medical facility accessibility for childcare	.056	.204	-.158	.085	.299
Homeownership plan	-.074	.123	.047	-.138	.220

(housing movement and future plans), and child-rearing environment. In particular, the awareness of future housing movement and housing purchase plans were found to be key variables reflecting newlyweds' will to establish a stable housing strategy.

5. Conclusion

5.1. Research Results

The purpose of this study is to comprehensively identify factors affecting newlyweds' willingness to move into public rental housing and analyze how economic, environmental, and life cycle variables interact in the decision-making process. Based on the survey data, factor analysis and multiple regression analysis were conducted to deeply analyze the actual housing decision mechanism of newlyweds. The results of the analysis showed that residential mobility and future housing plans were the most important factors. This suggests that newlyweds consider not only their current housing satisfaction but also long-term housing stability after marriage. In particular, residential mobility is closely related to potential migration due to changes in employment, education, and living environment.

This trend shows that newlyweds perceive public rental housing not as a simple temporary residence but as a 'future-oriented permanent settlement base'. The desired timing of home ownership and the possibility of forming a community were found to be key factors in future plans, and these factors were found to have a decisive influence on the intention to move in. The effect of economic perception factors on housing costs is also noteworthy. Newlyweds with insufficient income and assets in the early stages of marriage are very sensitive to the financial burden of housing costs. This study shows that items related to rent, management fees, and contract stability showed high economic sensitivity, suggesting that purchased public rental housing is perceived as a realistic alternative that can alleviate this burden. This suggests that newlyweds pursue both short-term financial burden relief and long-term household financial stability when choosing a home. A notable result is that the presence or absence of children was found to be an important variable. This suggests that newlyweds should consider not only economic factors but also future family plans and childcare environments when deciding on a home. In particular, couples who have children or plan to have children prefer to purchase public rental housing considering the quality of childcare environment, childcare infrastructure, and accessibility to educational facilities. This is consistent with the argument of life cycle theory, and empirically shows that the transitional demand of 'marriage-childbirth-childcare' plays a key role in housing

decisions. In addition, this study analyzed the boundary role of housing policy, spatial preference factors, and sensitivity factors to living expenses and facility costs. These factors were found to be close to the level of statistical significance, suggesting that newlyweds clearly recognize the importance of convenience facilities and policy support.

5.2. Implications

The results of this study confirmed that the key factors that shape the demand for public rental housing for newlyweds are the complex interaction of economic burden relief, future housing plans, and family plans. Based on these results, the following policy and practical implications can be derived.

First, it is necessary to strengthen policy design that links housing support and future-oriented housing strategies. This study showed that 'residential mobility' and 'future housing plans' are important determinants of housing choice for newlyweds. This suggests that public rental housing should not simply be a means for current housing stability, but should be a stepping stone for purchasing a house in the future or moving to a better housing environment. Therefore, in order to support the long-term housing plans of newlyweds, it is necessary to develop a rental housing model that allows ownership to be transferred after a certain period of time or a step-by-step ownership transfer program. Second, this study emphasizes the need to improve economic support policies. The fact that economic awareness of housing costs has a significant impact on housing intentions confirms that newlyweds' income and asset levels have a significant impact on their housing decisions. Therefore, it is essential to have a policy approach that alleviates the actual housing cost burden, such as suppressing rent and management fee increases, expanding deposit and rental support, and strengthening financial loan and interest support. In particular, the initial housing cost burden should be reduced through customized financial programs for newlyweds. Third, housing policy should focus on creating a family-friendly environment that supports childcare and family planning. This study empirically demonstrated that the presence of children significantly affects housing choices. Therefore, improving childcare and education infrastructure, parks, and accessibility to medical facilities directly contribute to the housing stability of newlyweds. Simply providing rental housing is not enough; an environment that supports childcare must also be created. Fourth, it is necessary to strengthen accessibility by region. This study focused on Seoul and the metropolitan area, but the living environment and economic conditions of newlyweds may differ by region. Therefore, it is necessary to develop and distribute a 'regional customized purchase-type public rental housing

model' that reflects regional characteristics such as regional housing costs, job accessibility, and childcare infrastructure.

This will allow us to enhance the customization and responsiveness of the national housing welfare system. Fifth, it is important to strengthen policy communication and promotion. This study showed that some policy and spatial preferences are significantly expressed at the boundary, which may lead to a lack of clear understanding of policy benefits or limited access to information.

5.3. Limitations and Future Research Directions

This study analyzed the willingness of newlyweds to move into purchased public rental housing and derived policy and academic implications. However, several limitations were discovered during the research process, and we would like to suggest future research directions based on these.

First, this study has the limitation of relying on cross-sectional data. Since the survey reflects responses at a specific point in time, it is difficult to fully capture the dynamic characteristics of how newlyweds' housing preferences change and develop over time. In fact, the economic and family planning situations of newlyweds may change over time, which may change the importance of various housing choice factors. Therefore, future research should utilize panel data or a longitudinal study design to examine in more depth how newlyweds' housing attitudes and behaviors change. Second, the geographical scope of the study was limited.

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