

# How mate selection in Japan evolved?

PSYb2730 Youth Development  
530306 Hinako Sato

# Summary

- Romantic relationships can be a new type of comfort zone and opportunities to enhance their personality and identity creation for young Japanese adults
- Currently male selection is in the process of transition from arranged marriage to love marriage
- In Semi-arranged marriage process, people still have some limitations about decision-making, method of finding mate, etc.
- Criteria for male selection reflect cultural/economic background of the countries
- Dating app market is expanding rapidly, which also provide opportunity to find mate.

# Feeling and engagement of romantic relationship

## Sternberg's triangular theory of love

- Intimacy: closeness, connectedness, bondedness
- Commitment: feelings that lead a person to remain with someone and move toward shared goals
- Passion: feelings and desires that lead to physical attraction, romance, and sexual consummation

All three components of intimacy, commitment, and passion are emphasized in romantic relationships(Feuerman, 2022).

**TABLE 1**  
**Emotional expression rules organized according to Sternberg's (1986)**  
**triangular theory of love**

---

**Commitment expression rules**

---

*Positive expression rules for commitment:*

Confession (*kokuhaku*): Declaring feelings and asking for commitment.

Ritualistic dates and gifts: Showing commitment and rekindling excitement

Sharing marriage thoughts and dreams: Imagining a long-term future

*Negative expression rules for commitment:*

Avoiding restriction: Maintaining one's own and the partner's freedom

Avoiding heaviness: Balancing commitments between partners

---

**Intimacy expression rules**

---

Spending time together: Developing closeness, intimacy, and comfort

Communication: Staying connected even when apart

Revealing "the true self": Creating a two-person intimate sphere

Showing dependency (*amae*) and entrusting the "true self" to the other

---

**Passion expression rules**

---

Having sex: Expressing passion and intimacy and satisfying desire

---

# Feeling and engagement of romantic relationship

Average of first marriage in Japan

1975: 27 for men and 24.7 for women

2006: 30 for men and 28.2 for women (Ministry of Health, Labor and Welfare (MHLW), 2006).

29.9% met at their workplaces or through work-related areas;  
30.9% met through friends or siblings; and  
11.1% met at school (NIPSSR, 2002).

# Feeling and engagement of romantic relationship

Romantic relationships can be a new type of comfort zone for young Japanese adults redefining the boundaries of the “inner” and “outer” self, often replacing or displacing family ties as the context for displaying a backstage “true self.”

The romantic relationship thus represents a transitional life stage for heterosexual Japanese young people (Farrer, Tsuchiya, & Bagrowicz, 2008)

69%

Arranged marriage In 1940

# Arranged marriage "Omiai"





# Arranged marriage to Love marriage

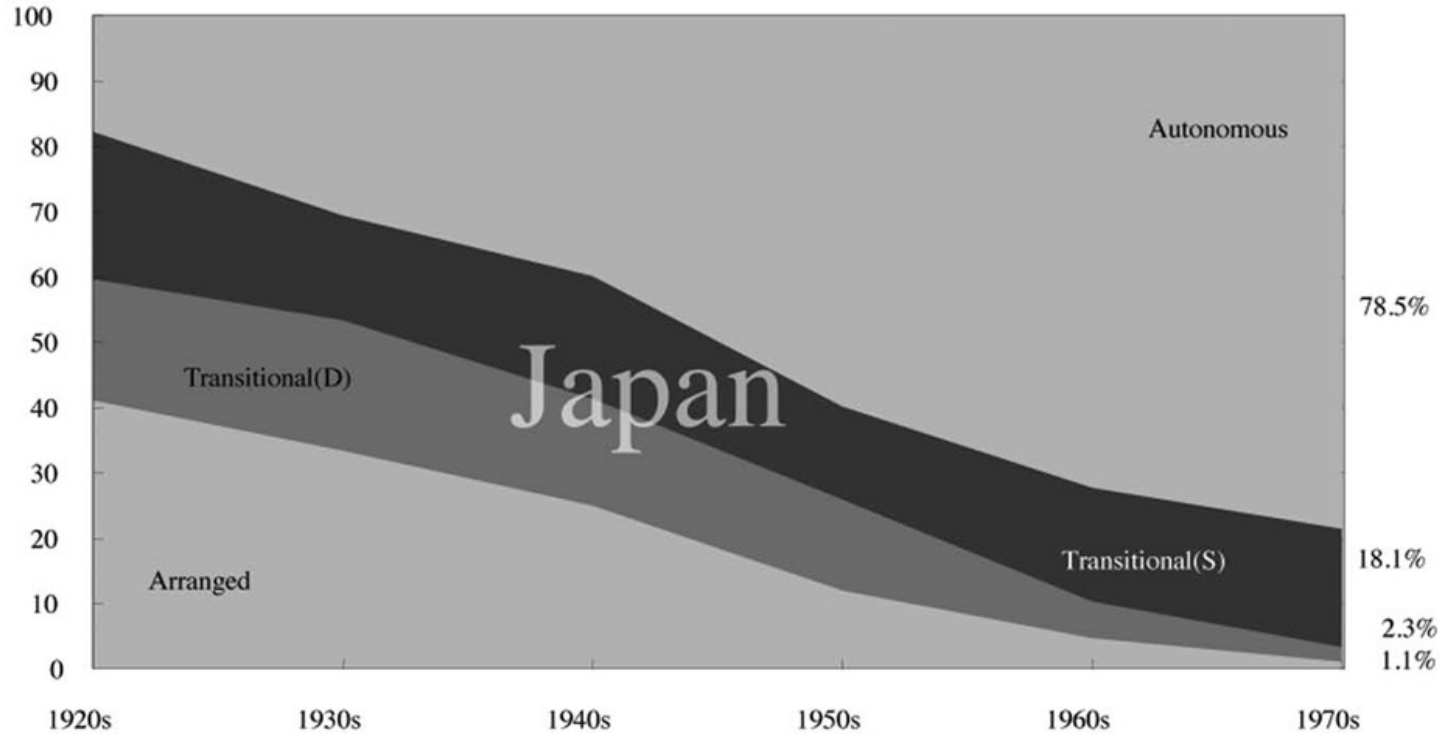
Arranged marriage

Semi-arranged marriage

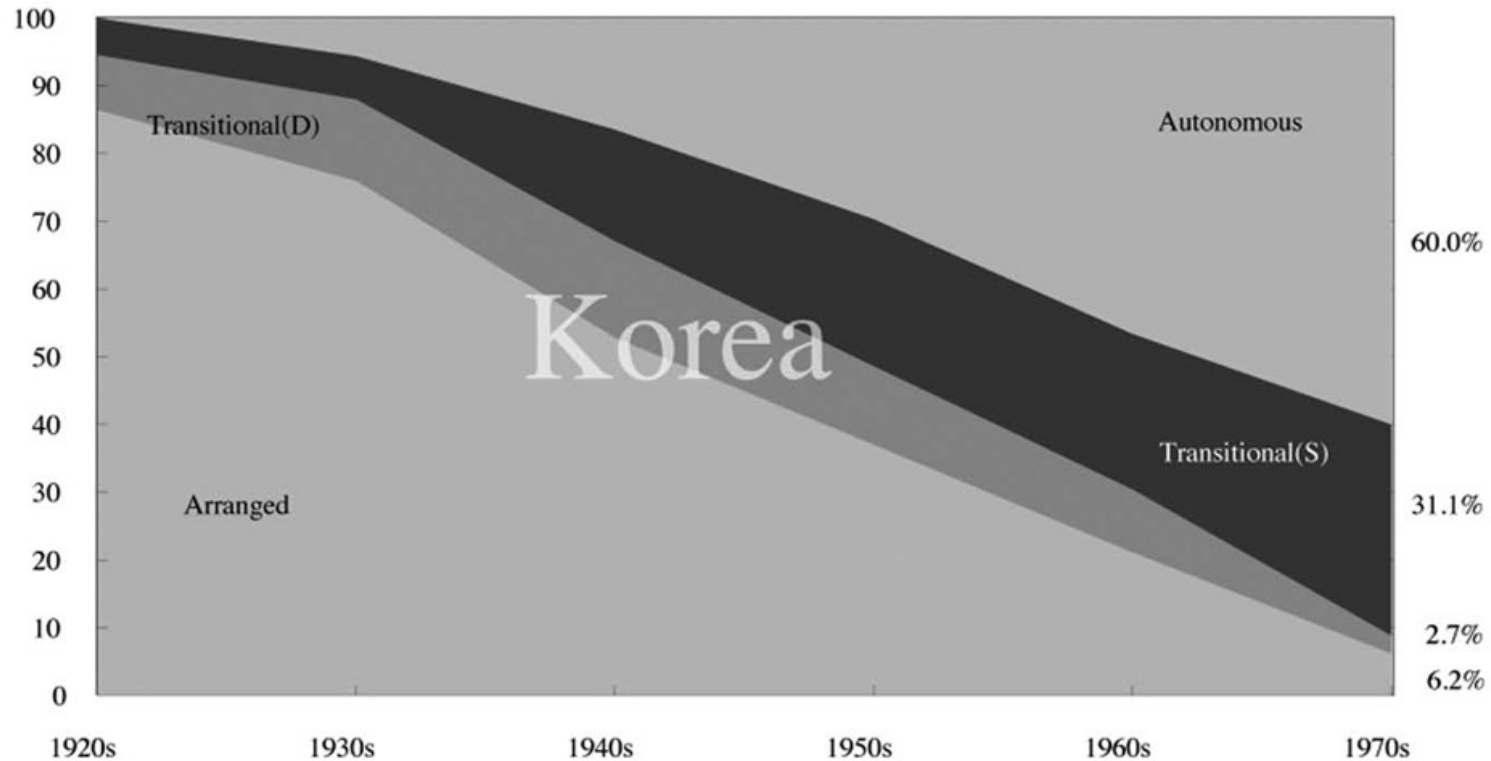
Love marriage

- a man or woman conducts the search by his or her free will, but parental approval is eventually needed.
- where parental influence is weak but a pretense of traditional rituals of engagement is presented
- the search process is initiated by parents, kin, or matchmakers, but the decision to marry is autonomous(Tsutsui, 2013).


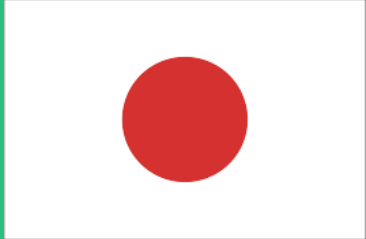

# Arranged marriage to Love marriage



# Arranged marriage to Love marriage



# Three most important criteria for mate selection

			
1	High moral standards	Love	Work ability
2	Emotional compatibility	Financial stability	Love
3	Common interests	Personal traits	Financial stability
	(7: Love)		

# Criteria for mate selection

Mate selection criteria changes over time based on changes in the cultural environment.

Mate selection is not only individual process, but it reflects some cultural process(Yu, 1993).

# Potentials of dating app

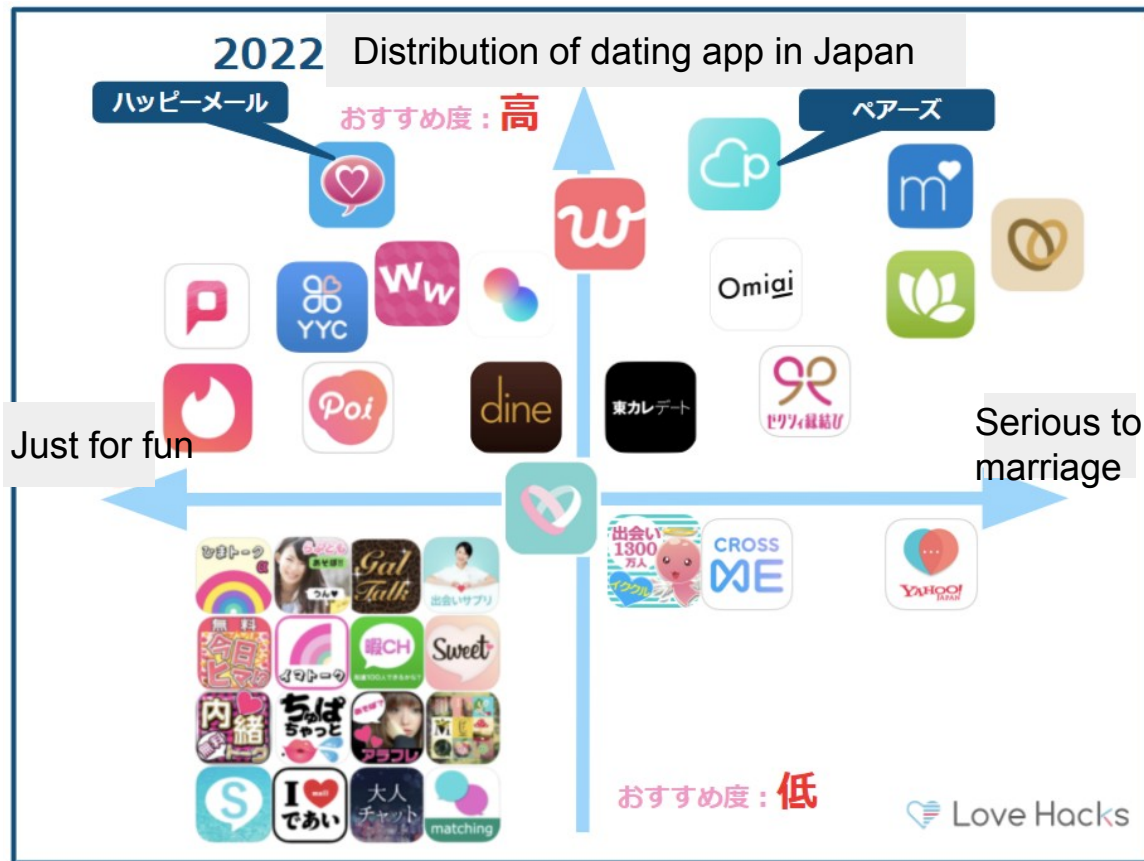
11.1% of couple got married in 2021 met from dating app(Recruit Bridal, 2022).

=4 times as matchmaking party/event

Photographer, consultant of the text of introduction of dating app

Secondary business of dating app

# Potentials of dating app



# References

Applbaum, K. D. (1995). Marriage with the proper stranger: Arranged marriage in metropolitan Japan. *Ethnology*, 34(1), 37-51.

Arakawa, K. (2018). The reason why all Japanese 100 years ago could get married. *Toyo keizai online*. <https://toyokeizai.net/articles/-/202863?page=3>

Farrer, J., Tsuchiya, H., & Bagrowicz, B. (2008). Emotional expression in tsukiau dating relationships in Japan. *Journal of Social and Personal Relationships*, 25(1), 169-188.

Ju, Y. (1993). Mate selection as cultural choice: Reflections on findings in China, Japan, and Korea. *Interpersonal communication in friend and mate relationships*, 201-218.

Love Hacks. (2022). 3 minute read “features and all precautions of Dine”. <https://love-hacks.jp/dating-apps-dine/>

Tsutsui, J. (2013). The transitional phase of mate selection in East Asian countries. *International Sociology*, 28(3), 257–276. <https://doi.org/10.1177/0268580913484775>