

SOCIAL MARKETING AND INTERGENERATIONAL DIALOGUE -A NEW RESEARCH APPROACH TO RESOLVE PROBLEMS IN PARTNER COMMUNICATIONAL RELATIONSHIPS

Nataša Demšar Pečak, Marija Ovsenik

Alma Mater Europaea, Maribor, Slovenia

Abstract

The article intertwines two different fields of science where we can see how very much connected they actually are. The first one is the field of partner relationship in relation to intergenerational dialogue and the second one is social marketing. To the best of our knowledge, this research issue is almost unaddressed in the literature. The purpose of social marketing is to change different socially undesirable, unacceptable and harmful ways of behaviour. The issue of partnerships is by its nature one of the most intractable ones, because a lot of partners are ashamed to reveal their problems. The article is focused on the change of the behaviour of partners and other family members from which it is required to change deeply rooted beliefs and patterns of behaviour or the way of behaviour that are transmitted from generation to generation. Intergenerational transmission is one dimension of the larger concept of intergenerational relations. Through intergenerational dialogue people from different generations can learn new things together, learn from one another, or teach one another. This article describes how it is possible to apply social marketing to relevant issues within the marriage and family field. It also presents a study whose purpose is to determine whether social marketing is the right intervention and motivational approach to resolve problems in partner relationship (target group), who are faced with problems such as mutual conflict, inadequate communication, problems of alienation, emotional separation, marriage infidelity, various dependencies, mental or physical violence and problems in raising children.

Keywords: social marketing, partner relationship, intergenerational dialogue, prevention programs, intergenerational transmission, behaviour patterns

INTRODUCTION

Social marketing is a way of planning communication programs that aim to influence human behaviour, and was »born« as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman /1/ realized that the same marketing principles, used to sell products to consumers could be used to »sell« ideas, attitudes and behaviours. Social marketing seeks to influence social behaviours not to benefit the marketer, but to benefit the target audience and the general society«. In most cases, social marketing principles and techniques are used by those on the front lines for improving public health, preventing injuries, protecting the environment and engendering community in-

volvement /2/. By raising awareness and encouraging desired behaviors we want to show the impact of social marketing on wider aspects of enriched family life and dynamics. The context of health promotion and injury prevention prejudice the area of family and partner issues. By raising awareness and encouraging desired behaviours we want to show the impact of social marketing on the wider aspects of higher quality family life /3/. With the promotion of a healthy lifestyle, such as the omission of the abuse of drugs and alcohol, we can for instance influence the change of mode of behaviour which will - in the long run - result in a reduction of domestic violence. The quality of relations in a family, which is

the basic cell where an individual lives and works, is a factor of risk to physical and mental health (sexual abuse, physical psychological and physical damage). We can also say that social marketing is a concept that can efficiently and effectively influence different socially undesirable, unacceptable and harmful ways of behaviour, such as driving without using a safety belt, abuse of drugs and alcohol, domestic violence, smoking, sexual abuse, unprotected sexual relations, etc. We believe that the essence of social marketing in promoting social change and progress is through improving the individual's quality of life. These examples in the context of health promotion and injury prevention prejudice to the area of family and partner issues. By raising awareness and encouraging desired behaviours we want to show the impact of social marketing on the wider aspects of higher quality family life. Definitions from a few social marketing veterans /4/:

Nancy R. Lee, Michael L. Rothschild, and Bill Smith, 2011: Social Marketing is a process that uses marketing principles and techniques to influence target audience behaviours that will benefit society as well as the individual. This strategically oriented discipline relies on creating, communicating, delivering, and exchanging offerings that have positive value for individuals, clients, partners, and society at large. Alan Andreasen, 2011: Social Marketing is the application of commercial marketing concepts and tools to influence the voluntary behaviour of target audiences to improve their lives or the society of which they are a part.

Gerard Hastings, 2011: Social Marketing critically examines commercial marketing so as to learn from its successes and curb its excesses. Craig Lefebvre, 2011: Social Marketing is the application of marketing principles to shape markets that are more effective, efficient, sustainable, and just in advancing people's well-being and social welfare. Nedra Weinreich, 2011: Social Marketing is the use of marketing principles and techniques to promote the adoption of behaviours that improve the health or well-being of the target audience or of society as a whole.

The main social themes, which have a social marketing impact, are divided by Kotler, Rob-

erto and Lee /5/ (2002: 15-16), and Weinreich/6/ into the following areas: (1) Health promotion: smoking, alcoholism, alcohol consumption during pregnancy, immunisation, young adult pregnancy, disorders, blood pressure, diabetes, skin cancer, health, teeth, osteoporosis, breast-feeding, cancer of the prostate, the consumption of fat, the consumption of fruit and vegetables, high cholesterol, AIDS/HIV, physical activity, sexual abuse, family planning, education. (2) Preventing injury: driving under the influence of alcohol, the use of a safety belt, another traffic accident, the use of child seats, suicides, sexual abuse, drowning, use of weapons, falls... (3) Protection of the environment: reducing waste, recycling, toxic fertilizers and pesticides, the air pollution by cars and other resources, the conservation of energy, acid rain, fires... (4) Involvement in society: blood and organ donations, participation in the elections.

It should be noted that the above entry health promotion and injury prevention also refers to the sphere of family or partner issues. With the promotion of the desired mode of behaviour in these categories, we wish at the same time to influence the wider aspects of higher quality family life. We can for instance with the promotion of a healthy lifestyle, such as the omission of the abuse of drugs and alcohol, influence the change of mode of behaviour which will in the long run result in a reduction of domestic violence. The quality of relations in the family which is the basic cell where the individual lives and works is a factor of risk to physical and mental health (sexual abuse, physical psychological and physical damage). Social marketing impacts many social issues. Our article is focused on the change of the behaviour of partners and other family members from which it is required to change deeply rooted beliefs and patterns of behaviour such as mutual conflict, problems of alienation, emotional separation, marriage infidelity, violence and various dependencies and problems in raising children. Changes when we don't want to affect the position and behaviour of target groups are called cognitive changes. These amendments are not going to attempt to affect the change in the deep-rooted ways of behaviour of individuals, and therefore we can

say that they are the easiest achievable changes. The main purpose of the amendments is to raise awareness and to educate. The central objective is to extend the information, for example, to inform people about proper nutrition or about importance of physical activity of the elderly. There are a number of public-information campaigns who are trying to influence the target group to change their views. The next social changes which we want to affect are changes of action or encouragement to action. The objective of the action of the amendments is to maximize the number of individuals or target groups which would decide on a certain activity within a certain frame of time. In this case we can encourage the target group in actions like vaccinations, volunteerism in nursing homes, etc. To make people act is harder than merely informing them, because every action represents a fixed cost for the target groups (time, distance, energy...). Despite the positive stance, the costs can deter them from action. The task of social marketing is to make the decisions easier for the individual. The change of behaviour demands from the individual the abandonment of old habits as well as the adoption and the maintenance of new ones. Such campaigns are anti-smoking campaigns, campaigns against excessive use of alcohol, campaigns against drug abuse and others. Programs of social marketing do not just encourage single actions, but try to encourage the persistence in the new way of behaviour. For the experts, the change of behaviour is the most important change. They believe that it should be the goal of every social marketing campaign. The last change is the change of value, which is the most difficult form of social marketing. From the individual it requires changing of deeply rooted beliefs (the right to abortion, family planning, etc...). Most such changes of values cause great stress, pressure and resistance to target group. Despite the fact that social marketing campaigns encourage the changing behaviour only in a low percentage of the target group, it does not mean that they can be characterized as unsuccessful. The actions of social marketing are the long processes but the fact is that they still operate even if the implementation of the programme has already been completed. When

programs of social marketing achieve lasting changes and become socially relevant, it can be said that social marketing is one of the important approaches for social changes. The partner relationship is undoubtedly among the most important interpersonal contacts and is one of the most important factors of every human society and culture. We can say that love is the most profound emotion known to human beings. For most people, romantic relationship is the most meaningful element in their lives. The establishment of close interpersonal contacts is important in the life of each human being, since the interpersonal relations are the source of the deepest luck or extreme despair /7/, /8/. In particular intimate partner relationships, as stated Kompan Erzar is a space where people can realize their potential and achieve personal fulfilment, but also a space which can be filled with pain and suffering. According to the Satir /9/ love, including sexual love is the most rewarding and fulfilling emotion that a man can ever experience. Partner relationship can be defined as a process of growth and development, and not as a reduction of different events. Ule /10/ says that emotions are not occurred, but are chosen because expression of feelings is to some extent hidden. Parkison, Fisher and Manstead /11/ state that people express their emotions in order of satisfaction of their personal goals, as well as relationships with others, regardless of whether they do it consciously or unconsciously. We unconsciously fall in love with people, who have the same characteristics and traits we have repressed in ourselves. Partner selection is the result of an unconscious match between a mental image of one's parents or caretakers created in childhood and certain character traits of the attractive partner /12/. Hendrix /13/ and Solomon /14/ state that the subconscious is a very peculiar program that defines the essential and decisive influence on the choice of a spouse because it is a subconscious selection and dynamics, which is hidden to consciousness. The subconscious mind is looking for a partner who could offer what for any reason the parents did not want or were not able to give. Gostečnik /15/ believes that falling in love and choosing a partner is not a matter of coincidence. People choose a specific

person with who they have a close bond of romantic love. People often develop their married life or extramarital community, similar to the marriage of their parents, but this is not a matter of heredity, they simply follow the family pattern, which they know /16/. When we are looking for a partner, Seles /17/ and Hendrix /18/ believes that it is a repetition of those patterns of behaviour and feelings that were present at the young age in the primary family. From outside we look for a person who will complement us. Skynner /19/ also suggests that people subconsciously choose partners based on similarities in the functioning of families from which they come. The triangular theory of love /20/ characterizes love as an interpersonal relationship on three different scales:

intimacy, passion, and commitment. Different stages and types of love can be explained as different combinations of these three elements. Sternberg states that the relative emphasis of each component changes over time as an adult romantic relationship develops. A relationship based on a single element is less likely to survive than one based on two or three elements. (1) Intimacy – Which encompasses feelings of attachment, closeness, connectedness and bonding, (2) Passion – Which encompasses drives connected to both limerence and sexual attraction, (3) Commitment – Which encompasses, in the short term, the decision to remain with another, and in the long term, the shared achievements and plans made with that other.

	Intimacy	Passion	Commitment
Non-love			
Liking/friendship	X		
Infatuated love		X	
Empty love			X
Romantic love	X	X	
Companionate love	X		X
Fatuous love		X	X
Consummate love	X	X	X

Picture1: Combinations of intimacy, passion and commitment, (Sternberg, 1986)

The three components, pictorially labelled on the vertices of a triangle, interact with each other and with the actions they produce so as to form seven different kinds of love experiences («nonlove» is not represented). The size of the triangle functions to represent the »amount« of love - the bigger the triangle, the greater the love. The shape of the triangle functions to represent the »style« of love, which may vary over the course of the relationship: Non-love: presents none of the three elements. The absence of love is reflected in most of our personal relationships which are simply casual interactions. Liking/friendship: there is only a component of intimacy characteristic of true friendship. In this case, people feel the closeness, connectedness and warmth

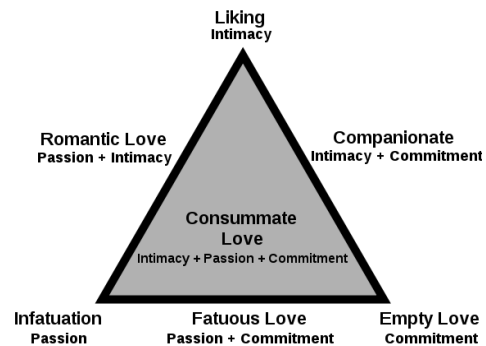
to each other but they do not feel the intense passion or long-term commitment. Infatuated love: infatuation is a result of the experiencing of passionate arousal in the absence of intimacy and decision/commitment. Romantic relationships often start out as infatuated love and become romantic love as intimacy develops over time. Without developing intimacy or commitment, infatuated love may disappear suddenly. Empty love can be found in commitments in which there is no intimacy and no passion. Such love can be found either in the alienated partners, who have lost both mutual emotional involvements as well as physical attractiveness or in agreed marriages. Romantic love: this type of love is a combination of intimacy and passion, without commitment or

dedication. Romantic lovers are not only drawn physically to each other but are also bound emotionally. Is it an intense, but often not a long-lasting relationship. Companionate love is an intimate, non-passionate type of love that is stronger than friendship because there is an element of long-term commitment. In this type of love there is no (more) physical attractiveness and emerges as a long-term commitments and friendship. This type of love is observed in long-term marriages where passion is no longer present. Fatuous love is composed of passion and commitment without intimacy. Commitment is made on the basis of passion without involvement of intimacy. Such relationships usually do not last long, but they can

We could say that the majority of couples at the time of the romantic love believe love to be the only important thing and above all sufficient for a good collaborative relationship. We could state that there are no married couples or unmarried partners who would say that they were not committed because of love. Of course, the majority of couples at the time of the romantic love believe that love is the only important thing and above all sufficient for a good collaborative relationship. Because of infatuation, which is likely to be mistaken for love, they also believe that their relationship will last forever and their love will help them solve all the problems of the partner relationship. Tennov /22/ states that infatuation may help a relationship begin, but it is not vital for its further development, particularly not when it changes to a formal partner relationship between two people. Also there is no guarantee of quality and a lasting relationship. The ability to have a healthy, loving relationship is not innate or is not a matter of luck. It is therefore necessary for all the couples who decide to be in a serious

relationship that they are aware of the fact that they can develop and bless their relationship by creative efforts as the inactivity can destroy it. When both partners are ready to increase awareness taking responsibility for their actions, feelings and events, when they are ready to change themselves instead of trying to

develop into romantic love. Consummate love is the complete form of love, the combination of all three components, representing an ideal relationship which people strive for.



Picture 2: The triangular theory of love (Sternberg, 1986)

change one another, when they are ready to recognize the shared responsibility for the problems in a partnership, they are able to accept the fact that the events of the past, are only a small step of recognition for the future and not the subject of blame. In addition, when they are able to confront their old wounds (painful events of the past), and only if they truly internalize all this contents they are ripe and ready for a conscious relationship and parenting /23/. Age is not a promising predictor at what stage of relationship an individual is, because developmental stage of life is very important. Older partners may be involved in a new passionate relationship, a longstanding intimate relationship, a longstanding non-intimate/distant relationship or no relationship at all. Due to the high rates of divorce and lack of understanding between partners is it very important to influence partners to change their deeply rooted patterns of behaviour and to accept different professional assistance and intervention. Schnarch /24/ encourages people to appreciate the advantages of longer relationships and more mature partners. It is also likely that lasting or long-term relationships are fairly exclusive to "older" couples since these terms require by definition that a relationship exists for many years. Nevertheless, older age does not effectively predict that someone is in a long-term relationship just as older age is not a guarantee that someone actually has achieved independence and emo-

tional maturity. Older age can be considered a necessary but not a sufficient component to maturity. It is never too late that individuals learn what they need to know to make their relationship last. It is therefore very important that those couples who decide to live together in a serious partnership are prepared for the reality not based on romantic love. We must also educate and inform them about the importance of mutual efforts to develop a good interpersonal relationship. One possibility of an interventional approach is social marketing which can influence a target group with the aim to inform, teach and increase their awareness to voluntarily accept and change certain behaviour patterns and ways of behaviour. Through social marketing we want to influence the target group. We want to achieve their awareness and information about the importance of a good and healthy partnership, their abandonment of old habits and adoption of the new ways of behaviour in a relationship, the change of deep patterns of behaviour, feelings and mining about relationship, the changes of values or deeply rooted beliefs and principles of a relationship, the change of stereotypes about a relationship and traditional gender roles in the partnership.

If the partners are not aware that they have a choice of resolving a conflict, they will probably avoid it and blame others. Conflicts consequently harm their relationships and also themselves. Unresolved conflicts or unawareness of conflicts may also contribute to the occurrence of mental disorders or even mental illness. The collapse of the marriage or interruption of the partner relationship causes stress and is the second worst mental burden for adults, after the death of a spouse /25/. Therefore, the quality of the partner relationship has a strong influence on the individual's physical and mental health, because stress has a key role in the formation of somatic and emotional disorders. It affects the whole biopsychosocial nature of man. For example, dissatisfaction and conflict in marriage with the married women can be associated with depression and reduced immunity. Individuals in the process of divorce have weaker immune response than their socio-demographically matched married counterparts. Andersson

Arntén /26/ says that good and healthy relationship reduces the negative effects of this kind of stress on our health, but poor relationships will amplify the negative effects. Shaver in Hazan /27/ investigated adult romantic relations based on research of Mary Ainsworth /28/. They write that adult romantic love can be seen as an emotional connection or attachment, which is comparable to the emotional bond - the attachment between the child and his primary caretakers in their adolescence. Interactions between a child and his mother form behaviour patterns that they are reflected in later relationships. Here we can see three famous models or three types of romantic attachment: (1) Secure attachment - This type of attachment usually results from of warm and responsive past interactions of relationship partners. Securely attached people tend to have positive views of themselves and their partners. They also tend to have positive views of their relationships. Often they report greater satisfaction and adjustment in their relationships than people with other attachment styles. Securely attached people feel comfortable both with intimacy and with independence. Many seek to balance intimacy and independence in their relationship. Secure attachment and adaptive functioning are promoted by a caregiver who is emotionally available and appropriately responsive to her child's attachment behaviour, as well as capable of regulating both his and her positive and negative emotions. (2) Dismissive-avoidant attachment - People with this attachment style desire a high level of independence. In this category are people who are experiencing their love as something uncertain. They view themselves as self-sufficient and invulnerable to feelings associated with being closely attached to others. They often deny needing close relationships. Some may even view close relationships as relatively unimportant. These people often break the relationship and leave and then they get back again. They are extremely jealous; they have extremely low self-esteem and talk a lot of themselves and their intimate and profound experiences. (3) Fearful-avoidant attachment - People with this attachment style have mixed feelings about close relationships. On the one

hand, they desire to have emotionally close relationships. On the other hand, they tend to feel uncomfortable with emotional closeness. It is very upsetting for them if they are too close to someone, that's why they are mostly alone. They are satisfied with the short-term relationships. They tend to infidelity and sexual intercourse without love. New experience in a new relationship can open possibilities for new types of attachments that affect the change of deeply rooted patterns of early experiences in a person's relationship with their parents. So as Cassidy states /29/, the experience of former or current partners can even exceed the old patterns of behaviour. Also a therapeutic relationship can contribute to change behaviour patterns. Partners can also change deeply rooted patterns in different self-help groups or support groups. People often develop their married life or extramarital community, which is similar to the marriage of their parents, but this, is not a matter of heredity, they simply follow the family pattern, which they know /30/. We can also see the strong influence of traditional gender roles in the partner relationship. In this case, we could say that this is an intergenerational transmission of behaviour patterns or the way of behaviour that are transmitted from generation to generation. Through intergenerational dialogue people from different generations can learn new things together, learn from one another or teach one another. It is an effective way for young and old to learn to appreciate one another by working together to gain various new skills, values, beliefs or knowledge of relationships. Intergenerational transmission might thus be defined as instances of social transmission between members of different generations. Martin-Matthews and Kobayashi /31/ state that we can also describe intergenerational transmission as the behaviour or tendencies of one generation passing onto the next generation. Intergenerational transmission is one dimension of the larger concept of intergenerational relations. The term intergenerational relation describes a wide range of patterns of interaction among individuals of different generations of a family: for example, among those in older generations, such as parents and grandparents and those in younger genera-

tions, such as children and grandchildren. What is transmitted may be intangible and may include beliefs, norms, values, attitudes, and behaviours specific to that family, or may reflect sociocultural, religious, and ethnically relevant practices and beliefs. The theory states that parents of one generation have a tendency to regurgitate the parenting model upon which their parents applied on them /32/. Family researchers have also studied the intergenerational transmission of difficult life course transitions like marital dissolution or divorce. In particular, studies have found that parental divorce increases the likelihood that adult children will experience separation or divorce.

DATA ANALYSIS AND RESULTS

In the survey, we wanted to find out whether social marketing is the right intervention and a motivational approach to resolve problems in a partner relationship and families who are faced with problems such as mutual conflict, inadequate communication, problems of alienation, emotional separation, marriage infidelity, various dependencies, mental or physical violence and problems in raising children (hereinafter referred to as: problems in partner relationship). The purpose of this article was to examine the factors which play an important role such as: raising awareness of the target groups in resolving conflicts between partners, looking for professional help for problems in partner relationships and breaking the stereotypes of the partner relationship. The factors that play an important role in raising awareness of the target group are self-help groups or support groups, a variety of preventative actions, such as educational TV programs, radio and TV spots, printed advertisements and prevention materials about partnership issues. The goals of the research were to investigate the role which social marketing interventions play in the form of preventive activities in raising the awareness of target groups. We wanted to determine the impact of these interventions on changing behaviour patterns, feelings and beliefs. Data were collected in cooperation with Centres of Social Work and other institutions dealing with this issue. Data acquisition was carried out for six months. An

anonymous respondent, who had been selected by Advisory services of those institutions, was provided voluntary participation and assignments in all phases of research. The research was conducted in accordance with the Convention on the protection of human rights and fundamental freedoms. 200 married couples or unmarried heterosexual partners who have problems in the partner relationship were invited to participate in the survey. Ultimately, we operated with 176 respondents, namely, 100 male and 76 female, which means the number of people that we have actually managed to interview and whose questionnaires were duly completed, therefore valid. 9 questionnaires were excluded because they were inadequate or deficient and 15 questionnaires were not returned. Of all the 164 respondents, or 93.2% of married couples or unmarried partners, 11 persons or 6.3%, come from a broken marriage or partnership and one person is a widow. Of all 176 respondents 148 or 84.1% have been married for the first time married or live in an extramarital community, 19 or 10.8 of the respondents live in a second marriage or extramarital community, 8, or 4.6% of them already live in a third or fourth marriage or extramarital community. To monitor the research a qualitative methodology was used. We have used questionnaire as a measuring instrument for the survey. The first part of the questionnaire consisted of questions about sex, age, marital status, duration of marriage or extramarital community, number of previous marriages or extramarital communities, the number of children and the level of education. The questionnaire also included questions whether respondents have been ever looking or attended for any form of professional help or assistance for partnership issues. Help for solving problems in a partner relationship has been looked for by 65 or 31.8% of respondents. Most respondents took part in an individual partner therapy or advisory services at Centres of Social Work and related institutions (31 or 17.6% of the respondents). Details of the research showed that 81 or 46% of the respondents with problems in the partner relationship have been looking for professional help because of their children. For the second part of

the questionnaire we have used the five-point Likert scale. The questionnaire comprises questions about social marketing in relation to personal experiences of partners who have problems in a partner relationship. We also want to find out how partner's personal experiences influenced solving their partnership problems. The quantitative data which were obtained by the questionnaire were processed by the software package SPSS. For a description of the characteristics of the variables descriptive statistics have been used to determine the differences between the individual samples and variables. For validation of hypotheses, the χ^2 test has been used. With the first hypothesis (H1) we have tested whether in Slovenia a complex model of social marketing programs is required for a conscious and planned search for professional assistance in solving problems in partner relationships. We asked the respondents to what extent are factors (Table 1) for planning prevention programs that contribute to successful solving problems in partner relationship important. Data analysis showed that the respondents' opinion is how all the listed elements of the model are important. The average value of 3 and more for all the elements shows that the respondents tend to favour all these factors. Factors are classified by importance according to the mean. The table below shows that the variable »Awareness of the importance of a good and healthy partnership« is the most important, average value of this variable is 4.23. The next variable »Informing about the importance of a good and healthy partnership« has an average value of 3.79, followed by the variable »Abandon old habits and accept new behaviour in a partner relationship« with an average of 3.94, the following variable, »Changes in patterns of behaviour, feeling and beliefs in a relationship« has an average value of 3.87, followed by »Changes of values and deeply rooted beliefs and principles about partner relationship« which has an average value of 3.78, »Breaking stereotypes about partner relationship« with 3.63 and the last variable »Impact of traditional gender roles in a partner relationship« with an average of 3.43.

Table 1: The importance of factors for planning prevention programs

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Awareness of the importance of a good and healthy partnership	176	1	5	4.23	.965
Informing about the importance of good and healthy partnership	176	1	5	3.97	1.014
Abandon old habits and accept new behaviour in partner relationship	176	1	5	3.94	.992
Changes in patterns of behaviour, feeling and beliefs in a relationship	176	1	5	3.87	1.036
Changes of values and deeply rooted beliefs and principles about partner relationship	176	1	5	3.78	1.004
Breaking stereotypes about partner relationship	176	1	5	3.63	1.040
Impact of traditional gender roles in a partner relationship	176	1	5	3.43	1.164
Valid N (list wise)	176				

The analysis of the distribution from the questionnaire gives us the relative frequencies of the answers. The above frequency tables can

then be used to test the statistical significance of our hypothesis with the Chi-square test (Table 2).

Table 2: Test chi-square - the importance of factors for planning prevention programs

Test Statistics	Awareness of the importance of a good and healthy partnership	Informing about the importance of good and healthy partnership	Abandon old habits and accept new behaviour in partner relationship	Changes patterns of behaviour, feeling and beliefs in a relationship	Changes of values and deeply rooted beliefs and principles about partner relationship	Breaking stereotypes about partner relationship	Impact of traditional gender roles in a partner relationship
Chi-Square	149,398a	96,159a	97,807a	78,545a	82,125a	72,977a	34,170a
df	4	4	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000	.000	.000

a. 0 cells (,0) have expected frequencies less than 5. The minimum expected cell frequency is 35,2.

From the above table we can conclude that there is a very low Asymp. Sig. (less than 0.001) for all factors. This indicates a clear statistical significance of the frequencies concerning the affirmative answers. On this basis we can further conclude that there is evidence that the model should include all of these elements. So we can conclude that a complex model of social marketing programs for a conscious and planned search for professional assistance in solving problems in partner relationships is required in Slovenia. On this basis, we can confirm hypothesis H1.

With the second hypothesis (H2) we have tested whether social marketing is an important factor in raising awareness and motivation for partners about the importance of a conscious partnership and changing patterns of behaviour, feelings and beliefs. Data analysis showed the respondents' opinions to what extend all the listed elements of the answers are needed. Factors are classified by importance according to the mean (Table 3). As very much needed elements of model are variables »Support groups for parents« with an average value of 4.17, »Pre-Baby counselling« with an average value of 3.99, »Coaching/training for successful communication

between partners« with an average value of 3.97, »Support groups for parents« with an average value of 3.80, and »Premarital counselling« with an average value of 3.74. As very needed elements of model are variables »Lectures of experts about issues of partner relationship« with an average value of 3.70 and final as moderately needed elements of model are variables »Educational TV programs of the issues of partner relationship« with an average

value of 3.31, and »Whole year supporting group (counselling/training) for couples« with an average value of 3.29. The average value of 3 and more for all the elements but one, shows that respondents tend to favour all these factors. Only one factor has an average value less than 3, namely »Web counselling« with an average value of 2.99.

Table 3: The degree of importance of factors in raising awareness and motivation /changing patterns of behaviour, feelings and beliefs

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Support groups for parents	176	1	5	4.17	.982
Pre-Baby counselling	176	1	5	3.99	.974
Coaching/training for successful communication between partner	176	1	5	3.97	1.077
Support groups for partners	176	1	5	3.80	1.166
Premarital counselling	176	1	5	3.74	1.219
Lectures of experts about issues of partner relationship	176	1	5	3.70	.993
Educational TV programs of the issues of partner relationship	176	1	5	3.31	.973
Whole year supporting group (counselling/training) for couples	176	1	5	3.29	1.283
Web counselling	176	1	5	2.99	1.169
Valid N (list wise)	176				

The analysis of the distribution from the questionnaire gives us the relative frequencies of the answers. The above frequency tables can

then be used to analyze the statistical significance of our hypothesis with the Chi-square test (Table 4).

Table 4: Test Chi-square - factors for raising awareness and motivation/ changing patterns of behaviour, feelings and beliefs

Test Statistics	Premarital counselling	Support groups for partners	Pre-Baby counselling	Support groups for parents	Coaching/training for successful communication between partner	Educational TV programs of the issues of partner relationship	Lectures of experts about issues of partner relationship	Whole year supporting group (counselling/training) for couples	Web counselling
Chi-Square	49.284a	56.898a	97.239a	128.318a	83.716a	100.023a	72.977a	23.261a	55.761a
df	4	4	4	4	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000	.000	.000	.000	.000

a. 0 cells (.0) have expected frequencies less than 5. The minimum expected cell frequency is 35,2.

From the above table we can conclude that there is a very low Asymp. Sig. (less than 0.001) for all factors. This indicates a clear statistical significance of the frequencies concern-

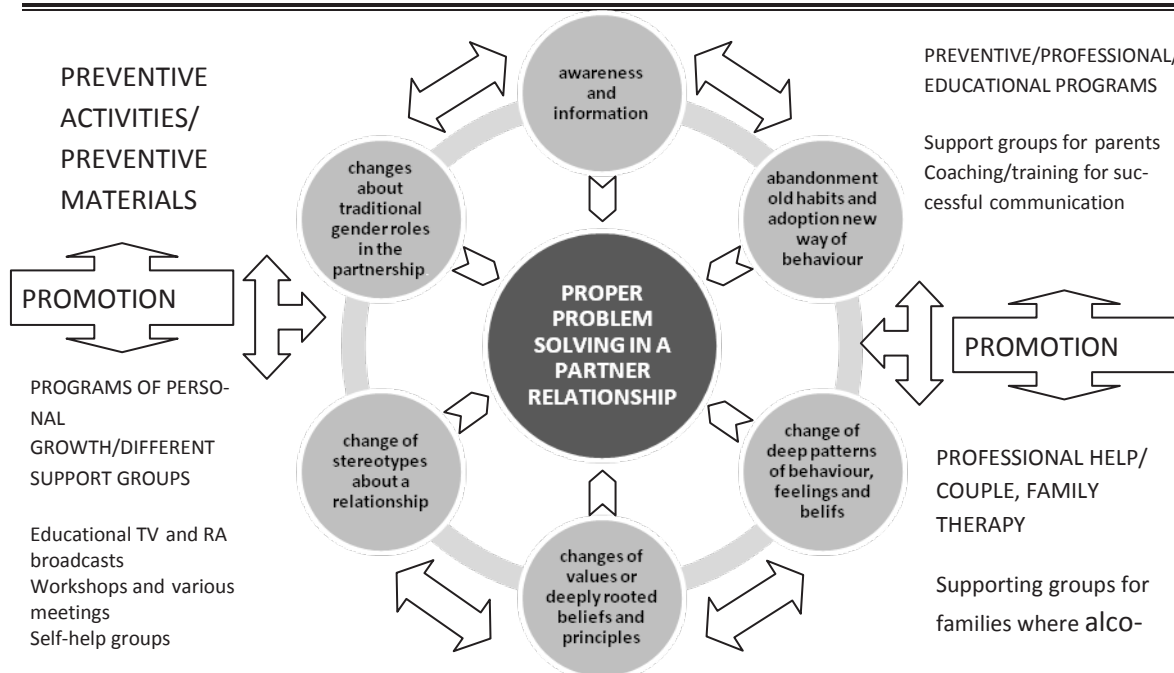
ing the affirmative answers. On this basis we can further conclude that there is evidence that all the elements of answers are needed for the model. We can also conclude that social mar-

keting is an important factor in raising awareness and motivation for married and unmarried partners about the importance of conscious partnership and changing patterns of behaviour, feelings and beliefs. On this basis, we can confirm hypothesis H2.

FINAL THOUGHTS AND CONCLUSION

In this section we will review and analyze the survey results. In the survey we wanted to find out whether social marketing is the right intervention and a motivational approach to resolve problems in a partner relationship of married or unmarried heterosexual partners who are faced with problems in a partner relationship. The purpose of this study was to examine the factors which play an important role such as: raising awareness of target groups in resolving conflicts between partners, looking for professional help for partnership problems and breaking stereotypes of a partner relationship. With our first assumption we stated that a complex model of social marketing programs for a conscious and planned search for professional assistance in solving problems in partner relationships is required in Slovenia. In the analysis we found out (after the respondent's opinion) how all of the listed elements of the model are important: »Awareness of the importance of a good and healthy partnership«, »Informing about the importance of a good and healthy partnership«, »Abandoning old habits and accepting new behaviour in a partner relationship«, »Changes in patterns of behaviour, feeling and beliefs in a relationship«, »Changes of values and deeply rooted beliefs and principles about a partner relationship«, »Breaking stereotypes about a partner relationship«, »Impact of traditional gender roles in a partner relationship«. We can, based on these findings, conclude that the role of social marketing interventions raises awareness of the target group about the importance of quality and healthy partnership in the form of different preventive activities such

as: self-help groups or support groups, a variety of preventive actions, educational TV programs, radio and TV spots, printed advertisements and prevention materials about partnership issues is very important. Thus, we can confirm our initial assumption. With our second assumption we stated that social marketing is an important factor in raising awareness and motivation for married and unmarried partners about the importance of conscious partnership and changing patterns of behaviour, feelings and beliefs. In the analysis we found out (after the respondent's opinion) that the listed elements of the answers are needed: »Support groups for parents«, »Pre-Baby counselling«, »Coaching/training for successful communication between partners«, »Support groups for parents«, »Premarital counselling«, »Lectures of experts about issues of partner relationship« »Educational TV programs of the issues of partner relationship« and »Whole year supporting group (counselling/training) for couples«. We can, based on these findings, conclude that social marketing is an important factor in raising awareness and motivation of married and unmarried partners about the importance of a conscious partnership and changing patterns of behaviour, feelings and beliefs. Thus, we can confirm our second assumption. Based on the results of the research we have created a model of new social marketing interventions on issues of partnership relations. The model shows how social marketing can help solving problems in partner relationships by the influence of awareness and information about the importance of a good and healthy partnership, the abandonment of old habits and adoption of the new ways of behaviour in a relationship, the change of deep patterns of behaviour, feelings and ideas about relationship, the changes of values or deeply rooted beliefs and principles, the change of stereotypes about a relationship and about traditional gender roles in the partnership.



Picture 3: Model of new social marketing interventions on issues of partnership relations

In a survey we also found out that awareness in seeking professional help to solve problems in partner relationship, no matter what age, plays a very important role. Therefore the promotion is especially highlighted in the model with which we would like to reach the target group and inform it about the various preventive, educational and professional programs for quality and healthy partnership. This model of social marketing programs is ready to be applied by institutions that are involved in motivating conscious and systematic problem solving in relationships. However, we must emphasize that the effective means of non-profit organizations to achieve their mission is social marketing /33/.

Rant /34/ states that profitable developmental gerontologic and political directions of the researches in the field of demography in Slovenia are: 1 training of the spouses aged 50 years or more for good mutual relations and healthy aging and to educate them about the basic skills for family care; 2 assistance and support to the families of the middle generation who provide help and care to their fragile elderly parents; 3 develop sufficient public and informal network of carers and a volunteer social network for quality aging of the large number of singletons and those, whose family social network is not effective for providing care and human closeness.

In the future research it is necessary to pay a special attention to the contents of what promoting and developing education in relation to the partner relationships issues and intergenerational dialog. The promoting and developing education is necessary for young people and also for elderly people. In the Programme of Lifelong Learning of EU-CoE youth partnership /35/ it is mentioned that the knowledge and experience of the older generation is of great value, and younger generations should be able to benefit from it. Conversely, the younger generation has skills that they can make available to the older generation or can use them to support older people.

As we mentioned earlier social marketing is good interventional approach, which can influence all partners no matter how old they are with the aim to inform, teach and increase their awareness to voluntarily accept and change certain behaviour patterns and ways of behaviour. Despite the fact that social marketing campaigns encourage the changing behaviour only in a low percentage of the target group, it does not mean that they can be characterized as unsuccessful. The actions of social marketing are the long processes but the fact is that they still operate even if the implementation of the programme has already been completed. When programs of social marketing achieve lasting changes and become socially

relevant, it can be said that social marketing is one of the important approaches for social changes.

To the best of our knowledge, this research issue is almost unaddressed in the literature. The survey has also been the first such study in Slovenia so far. It contributes to the importance of the role of social marketing interventions to solve problems in relationships in families and spreads the field of social marketing issues also to the area of intergenerational dialog. According to the results, the survey contributes theoretical and empirical base for creating new social marketing interventions. The model of social marketing programs is ready for applicative use by institutions dealing with this issue for motivating conscious and systematic problem solving in partnerships.

Notes

- /1/ Kotler, P. & Zaltman, G. (1971). Social Marketing: An Approach to Planned Social Change. *Journal of Marketing*, 85 (6), 3-12.
- /2/ Kotler, Ph., Roberto, E., Lee, N. (2002). *Social marketing: Strategies for changing public behaviour*. Thousand Oaks, CA: Sage
- /3/ Kotler, Ph., Roberto, E.L. (1989). *Social Marketing, Strategies for Changing Public Behaviour*. New York: The Free Press.
- /4/ Smith, B. (n.d.). *Defining Social Marketing*. Retrieved http://www.sagepub.com/upm-data/43373_1.pdf
- /5/ Kotler, Ph., Roberto, E., Lee, N. (2002). *Social marketing: Strategies for changing public behaviour*. Thousand Oaks, CA: Sage
- /6/ Weinreich Kline, N. (1999). *Hands-On Social Marketing: A step- by - Step Guide*, Sage Publications, London
- /7/ Kompan Erzar, K. (2003). *Skrita moč družine*. Ljubljana: Brat Francišek in Frančiškanski družinski center.
- /8/ Musek, J. (1995). *Ljubezen, družina, vrednote*. Ljubljana: Educy.
- /9/ Satir, V. (1995). *Družina za naš čas*. Ljubljana: Cankarjeva založba.
- /10/ Ule, M. (2005). *Psihologija komuniciranja*. Fakulteta za družbene vede Ljubljana.
- /11/ Parkison, B, Fisher, A.H. & Manstead, A. S. R. (2005). *Emotion in Social relations*. New York: Psychology Press.
- /12/ Simon, J. (2011): *Imago - The Therapy of Love*. Danish Psychological Publishers
- /13/ Hendrix, H. (1999). *Najina ljubezen: od romantične ljubezni do zrelega partnerstva*. Ljubljana: Orbis.
- /14/ Solomon, M.F. (1992). *Narcissism and Intimacy: Love and Marriage in an Age of Confusion*. New York: W. W. Norton & Company, Inc.
- /15/ Gostečnik, Ch. (2011). *Inovativna relacijska družinska terapija*. Ljubljana: Brat Francišek in Frančiškanski družinski center.
- /16/ Satir, V. (1995). *Družina za naš čas*. Ljubljana: Cankarjeva založba.
- /17/ Seles, V. (2008). *Nezvestoba – Kako razumeti nezvestobo, se soočiti z njo in premagati njene posledice*. Radovljica: Didakta.
- /18/ Hendrix, H. (1999). *Najina ljubezen: od romantične ljubezni do zrelega partnerstva*. Ljubljana: Orbis.
- /19/ Skynner, R., & Cleese, J. (1994). *Družine in kako v njih preživeti*. Ljubljana: Tangram
- /20/ Sternberg, R. (1986). A Triangular Theory of Love. *Psychological Review* 93(2), 119-135.
- /22/ Tennov, D. (1998). *Love and Limerence: The Experience of Being in Love*. Scarborough House Publishing, Chelsea
- /23/ Demšar Pečak, N.,& Ovsenik, M. (2012). The Role of Social Marketing in a Communicative Partner Relationship. *Informatologija*, 45 (3), 194–207.
- /24/ Schnarch, D. (1997). *Passionate Marriage: Keeping Love and Intimacy Alive in Committed Relationships*, W.W. Norton & Company, NewYork-London.
- /25/ Musek, J. (1995). *Ljubezen, družina, vrednote*. Ljubljana: Educy.
- /26/ Andersson Arntén, C. (2009). *Partner Relationship as a Buffer Against Stress*. Retrieved <http://www.sciencedaily.com/releases/2009/06/090623090711.htm>.
- /27/ Shaver, P.R., & Hazan, C. (1993). *Adult Romantic Attachment: Theory and Evidence*. V (ur.), Perlman, D., & Jones W. *Advances in personal relationship*, 4, 29-70. London: Jessica Kingsley Publishers.
- /28/ Ainsworth, M. D., Blehar, Mc., Waters, E., & Wall, S. (1987). *Patterns of Attachment: A Psychological Study of the Strange Situation*. NJ: Erlbaum Associates Pub.
- /29/ Cassidy, J. (2000). *Adult Romantic Attachments: A Developmental Perspective on Individual Differences*. *Review of General Psychology*, 4, 111–131.
- /30/ Satir, V. (1995). *Družina za naš čas*. Ljubljana: Cankarjeva založba.
- /31/ Martin-Matthews & Kobayashi (2009). *Intergenerational Transmission - Cultural Transmission: Values, Norms, And Beliefs*, Retrieved.

- <http://family.jrank.org/pages/917/Intergenerational-Transmission.html>
- /32/ Serbin, L., & Karp, J. (2003). Intergenerational studies of parenting and the transfer of risk from parent to child. *Current Directions in Psychological Science*, 12, 138–142.
- /33/ Ovsenik, M., Ambrož, M. (1999). *Neprofitni avtopoietični sistemi*. Škofja Loka: Institut za samorazvoj, Ljubljana: Bori
- /34/ Rant, M. (2013). Sobivanje in samovanje v starosti. *Kakovostna starost*, 16, (1), 3–12
- /35/ EU-CoE youth partnership (2008). Promotion of intergenerational dialogue in youth work Retrieved <http://youth-partnership-eu.coe.int/youth-partnership/ekcyp/BGKNGE/Intergenerational.html>
- generations in an at-risk sample: A prospective comparison of direct and mediated associations. *Journal of Abnormal Child Psychology*, 31, 127–142.
4. Chen, Z., & Kaplan, H. (2001). The intergenerational transmission of constructive parenting. *Journal of Marriage and the Family*, 63, 17–31.
5. Glenn, N. D., & Kramer, K. B. (1987). The Marriages and Divorces of the Children of Divorce. *Journal of Marriage and the Family* 49:811–825.
6. Keith, V. M., and Finlay, B. (1988). The Impact of Parental Divorce on Children's Educational Attainment, Marital Timing, and Likelihood of Divorce. *Journal of Marriage and the Family* 50:797–809.
7. Kiecolt-Glaser, J.K., Fisher, L.D., Ogrocki, P., Stout, J., Speicher, C.E., Glaser, R. (1987). Marital quality, marital disruption and immune function. *Psychosomatic medicine*. 49:13-34.
8. Schleifer, S., Keller, S., Bond, R.N., Cohen, J., Stein, M. (1989). Major depressive disorder and immunity. Role of age, sex, severity and hospitalization. *Archives of General Psychiatry* (46), 81-87.

LITERATURE

1. Amato, P. R. (1996). Explaining the Intergenerational Transmission of Divorce. *Journal of Marriage and the Family* 58:628–641.
2. Brajša, P., (1985). *Se da živeti v dvoje?* Ljubljana: Delavska enotnost / Človek, družina, družba
3. Capaldi, D., Pears, K., Patterson, G., & Owen, L. (2003). Continuity of parenting practices across

ISTRAŽIVAČKI PRISTUPI U RIJEŠAVANJU PARTNERSKIH I KOMUNIKACIJSKIH ODNOSA

Nataša Demšar Pečak, Marija Ovsenik

Alma Mater Europaea, Maribor, Slovenija

Sažetak

Članak isprepliće dva različita područja znanosti gdje možemo vidjeti kako su zapravo jako povezane. Prvo je područje partnerskih odnosa vezano na međugeneracijski dijalog, a drugo područje je društveni marketing. Prema našim saznanjima, ovo istraživačka problematika je gotovo nezamijećena u literaturi. Svrha društvenog marketinga je promijeniti različite društveno nepoželjne, neprihvatljive i štetne načine ponašanja. Pitanje partnerstva je po svojoj prirodi jedan je od najčešćih, jer se puno partnera srame otkriti svoje probleme. Članak je usmjeren na promjenu ponašanja partnera i ostalih članova obitelji iz koje je potrebno promijeniti duboko ukorijenjene uvjerenja i obrasce ponašanja ili načina ponašanja koje se prenose s generacije na generaciju. Međugeneracijski prijenos je jedna dimenzija šireg koncepta međugeneracijskih odnosa. Kroz međugeneracijski dijalog ljudi iz različitih generacija mogu naučiti nove stvari zajedno, uče jedni od drugih, ili učiti jedni druge. Ovaj članak opisuje kako je moguće primijeniti društveni marketing na relevantna pitanja unutar braka i u području obitelji. To također predstavlja studiju čiji je cilj utvrditi je li društveni marketing je pravo intervencije i motivacijski pristup rješavanju problema u odnosima partnera (ciljna skupina), koji su suočeni s problemima kao što su međusobni sukobi, neadekvatne komunikacije, problem otuđenja, emocionalno odvajanje, brak, nevjera, razne ovisnosti, mentalno ili fizičko nasilje i problemi u odgoju djece.

Ključne riječi: društveni marketing, partnerski odnos, međugeneracijska dijalog, preventivni programi, međugeneracijska transmisija, obrazaca ponašanja