

THE ROLE OF SOCIAL MARKETING IN A COMMUNICATIVE PARTNER RELATIONSHIP

ULOGA SOCIJALNOG MARKETINGA U KOMUNIKATIVNIM PARTNERSKIM ODNOSIMA

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Abstract

This article presents a study whose purpose is to determine whether social marketing is the right intervention and motivational approach to resolve problems in a relationship of legal or unmarried heterosexual partners, 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. The research has considered the role of social marketing as a new creative approach to intervening and changing attitudes and developing an individual plan with individuals and couples and their social environment.

Sažetak

Ovaj članak predstavlja studiju čiji je cilj utvrditi je li društveni marketing pravo intervencije i motivacijski pristup rješavanju problema u vezi pravnih ili neudana heteroseksualnim partnerima, koji su suočeni s problemima poput međusobnog sukoba, neadekvatne komunikacije, problemi otuđenja, emocionalno odvajanje, brak nevjera, razne ovisnosti, mentalno ili fizičko nasilje i problemi u podizanju djece. Istraživanje je razmotrio ulogu društvenog marketinga kao novi kreativni pristup intervenirali i mijenjanje stavova i razvoj individualni plan s pojedincima i parovima i njihove društvene sredine.

INTRODUCTION

Social Marketing

Societal, non-profit and social marketing are the concepts that are very similar; but they describe different concepts and are certainly not synonymous. Among professional and lay public, as well as various translations of professional literature there is confusion between the terms. Fox and Kotler explain the difference between the English word "social" and "societal". In their opinion we have to define marketing of social problems as social marketing, on the other hand we define the concept which reflects the social responsibility of marketing in general as societal marketing.

In the concept of societal marketing we can see new orientation of organizations in relation to the social environment. With this concept, organizations also show their responsibility to their natural environment. So they use nature

friendly raw materials and they also care for the welfare of the people who live in close distance (they support cultural associations, they give scholarships to district students...).

Non-profit marketing is used by organizations whose mission is not creating profit. The non-profit organization uses surplus revenues to achieve its goals /1/. The profit, if there is any, is never divided among the employees and the owners, as in the profit sector but it is used for the realization of its mission, for its own development and for a higher quality of its work. The exercise of its mission means the growing interest of the public good. Among such organizations we classify universities, hospitals, court... However, we must emphasize that the effective means of non-profit organizations to achieve their mission is social marketing /2/. Social marketing can be described as the way of settling socially sensitive problems and chang-

ing the socially objectionable or interfering behaviour. Andreasen /3/ defines social marketing as "the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of their society."

In recent decades, social marketing has become a separate and clearly-defined discipline, which derives from the assumption that social change can be achieved only by a thorough understanding of the needs, requirements and perception of target groups and with the careful planning strategies and their effective implementation. Social marketing was "born" as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman /4/ realized that the same marketing principles, used to sell products to consumers could be used to "sell" ideas, attitudes and behaviours. Kotler and Andreasen /5/ define social marketing as "differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization. Social marketing seeks to influence social behaviour, to benefit the target audience and the general society not to benefit the marketer." Kotler, Roberto and Lee /6/ outline social marketing as the use of marketing principles and techniques to influence the target audience to voluntarily accept, reject, modify, or abandon their behaviour for the benefit of individuals, groups or society as a whole.

Social marketing is a concept that can efficiently and effectively influence different socially undesirable, unacceptable and harmful ways of behaviour, such as driving without the use of a safety belt, the abuse of drugs and alcohol, domestic violence, smoking, sexual abuse, unprotected sexual relations, etc... But we have taken into account the principles of good social marketing and the social marketing program which is carried out using proven and effective marketing principles.

The main social themes, which have a social marketing impact, are divided by Kotler, Roberto and Lee /7/ into the following areas:

- *Health promotion*: smoking, alcoholism, alcohol consumption during pregnancy, immunisation, young adult pregnancy, disorders, blood pres-

sure, diabetes, skin cancer, health, teeth, osteoporosis, breastfeeding, 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

- *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...

- *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...

- *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).

Kotler /8/ distinguishes four types of social change, which can be influenced by social marketing. He also states that social marketing has the power to affect different social changes within each field of activity. 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 the advantages of breast-feeding. 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, blood donation, 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. 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.

Partner relationship

The partnership is undoubtedly among the most important interpersonal contacts and is one of the most important factors of every human society and culture. 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 /9/, /10/. In particular

intimate partner relationships, as stated Kompan Erzar /11/ 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. Hendrix /12/ indicates that a partnership is a psychological and spiritual journey and not a solid and permanent relationship between two, which would not have developed and changed over time, and is also not a matter of fate or the happy choice of a true partner. 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. Thus, the partner expects from the other partner certain behaviour, which is necessary to strengthen him or to save the relationship from his past /15/. People also 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 /16/. In this case, we could say that this is a generational transmission of behaviour patterns or the way of behaviour that are transmitted from generation to generation. We can also see the strong influence of traditional gender roles in the partner relationship. We could say 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. Tenov /17/ states that infatuation, which takes approximately eighteen months to three years and usually never less than six months, may help a relationship begin, but it is 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. Brajša /18/ defines infatuation as the transition state with limited duration, sufficient for the formation, but not for keeping a longer partner relationship. He considers that we have to understand the infatuation only as initial capital, which is necessary to engage, to enrich and to change into a different shape of a love that can last and is not left to itself. It should be an action in which we are active, and where both partners fully cooperate. We could even say that the frequency of divorces is mainly due to the selection of a spouse on the basis of infatuation, of unrealistic notions of a serious partnership and of not being familiar with the different technique of good and quality communications in resolving problems in partner relationship.

Subconscious partnership (or marriage) is a relationship to which partners bring all their hidden desire and behavioural patterns from their childhood, which inevitably leads to conflicts and disputes. 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.

Due to the high rates of divorce and lack of understanding between partners is it very important to influence married or unmarried partners to change their deeply rooted patterns of behaviour and to accept different professional assistance and intervention. It is therefore very important that those couples who decide to live together in 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. Brajša /19/ believes that premarital counselling should not only be gathering information but also learning practical skills on how to live in a partnership. 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. Rijavec /20/ states the preparations for marriage or extra marital community should include the contents of importance about quality, healthy relationships

and good communication. Partners should also be aware that they are responsible for their own lives, that they themselves make decisions about their choices.

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. 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 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.

Characteristics of a healthy partnership are: honesty and integrity, freedom and respect for others, empathy and understanding; absence of manipulation, intimidation and control; loyalty and physical attractiveness /21/. All the knowledge about marital issues the partners can obtain in organized meetings such as: premarital counselling, pre-baby counselling, coaching/training for successful communication between partners, lectures of experts on the issue of partner relationship and similar programs. As we see in modern society interpersonal relations have become the area of work, negotiations, agreements and discussion about details, as well as knowledge and understanding of intimacy /22/, what Jamieson /23/ understands as a deep knowledge and understanding of each other which leads to speaking and listening, showing emotions and talking about hidden desires. Levinger /24/ speaks of the five

stages of development in partnerships: *A = Acquaintance/attraction*. We meet other people and feel an initial attraction, often based on physical beauty and similarity; *B = Build-up*. We become increasingly interdependent as we reveal more and more about our private selves. We get irritated by one another, but the more pleasant aspects may well keep the relationship going; *C = Continuation /consolidation*. Longer-term commitments are made, such as marriage. The partnership enters what may be a life-long stable relationship, *D = Deterioration*. Many relationships decay, due to several factors. These include relative effort, rewards, barriers to exit (such as marriage and social obligation) and the availability of alternatives, *E = Ending*. The relationship ends when partners agree to separate or one leaves. However, in some cases the relationship has stagnated and there is an interruption in the relationship or divorce. Conflicting partnerships, says Lamovec /25/ are coloured with extreme intensity of relationships in which the partners are focused on the emotional response to one another. Many conflicts arise between the partners because they are not adapted to the development process of the relationship. According to Iršič /26/ conflicts can be resolved or ignored; we can take responsibility for them or we can blame the other one. Conflicts can be used for growth or the destruction of the relationship. Responses to the conflict may be different by different people, as well as in the same individual under different circumstances. The study of serious legal conflicts clearly shows that they are never the product of a single moment or incident, since the crisis between spouses are always a long process, often very hidden although several times outwardly quite inconspicuous. Lamovec /27/ distinguishes five types of responses: domination, resolution, compromise, retreat and smoothing. Two aspects are important here: the importance of personal interest or yourself and the importance of the relationship or the other one. Especially harmful to the partner relationship, says Gottman /28/ are four elements of the interactions in the partner relationship: complaints and criticism, defence, contempt and resistance. If the partners are not aware that they have a choice how to resolve the 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 /29/. 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 bio-psychosocial nature of man /30/. For example, dissatisfaction and conflict in marriage with the married women can be associated with depression and reduced immunity (Schleifer, Keller, Bond, Cohen and Stein, 1989). Individuals in the process of divorce have weaker immune response than their socio-demographically matched married counterparts /31/. According to Giddens /32/, modern partner relationships are the subject of risk in collapsing more than ever. Expectations of the modern world are so radically different from those required by the successful partnership that for most individuals the conflict is simply too big /33/. The grounds that the marriage is in crisis are varied and certainly complex, consider Pribac and Kobe /34/, but statistics are unambiguous, the number of marriages is falling and the number of divorces is rising. According to the SORS in Slovenia in 2010 6528 couples were married and 2430 couples divorced the same year. This is 5.8 % more than in 2009. The divorce rate in 2010 was 1.2. There were 372 divorces per 1000 marriages which is the most since 2005 and 2007 /35/.

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 of married or unmarried heterosexual partners 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 re-

ferred to as: problems in partner relationship). The purpose of this study 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 (such as promoting support groups, professional or educational programs for high-quality and healthy partnership, raising awareness of the importance of healthy partner relationship...) in raising the awareness of target groups. We wanted to determine the impact of these interventions on changing behaviour patterns, feelings and beliefs. We also wanted to explore the role of motivation in active participation of married or unmarried partners which are looking for professional help for solving problems in partnership. 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 respondent's 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 impor-

tance 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	149,398 ^a	96,159 ^a	97,807 ^a	78,545 ^a	82,125 ^a	72,977 ^a	34,170 ^a

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 married and unmarried partners about the importance of a conscious partnership and changing patterns of behaviour, feelings and beliefs. Data analysis showed the respondent's 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* ele-

ments 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 partners« 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
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

Test Statistics									
	Premarital counseling	Support groups for partners	Pre-Baby counseling	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 (counseling/training) for couples	Web counseling
Chi-Square	49.284 ^a	56.898 ^a	97.239 ^a	128.318 ^a	83.716 ^a	100.023 ^a	72.977 ^a	23.261 ^a	55.761 ^a
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 concerning 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 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. On this basis, we can confirm hypothesis H₂.

With the third hypothesis (H₃) we have tested whether different self-help groups or support groups, and groups for personal growth play an important role in awareness and solving partner issues. We asked the respondents to what extent are the factors important. Data analysis showed respondent's opinion about the listed different elements of self-help groups or support groups, and groups for personal growth have important role. The factors are

classified in terms of importance according to the mean (Table 5). The average value of 3 or more for all the elements shows that respondents tend to favour all these factors. As *very much important* element of model are variables »Supporting groups for partnerships/families where drugs or alcohol is abused«, with an average value 4.38 %, followed by »Individual partner therapy/counseling« with an average value of 4.34 % and »Domestic violence/abuse support groups« with an average value of 4.14 %. As *very important* the element of the respondent's opinion is »Family centers/counseling to assist in managing family and partner relationships« with an average value of 3.87 %. »Supporting groups for partners in crisis« with an average value 3.81% and »Supporting groups for emotionally alienated partners«, with an average value 3.59 %. As *middle needed* elements are variables »Information services for counseling and partner therapy«, with an average value 3.36 %.

TABLE 5:
THE DEGREE OF THE IMPORTANCE OF FACTORS IN DIFFERENT SUPPORTING GROUPS

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Supporting groups for partnerships/families where drugs or alcohol is abused	176	1	5	4.38	.854

Individual partner therapy/counselling	176	1	5	4.34	.860
Domestic violence/abuse support groups	176	1	5	4.14	.976
Family centers/counseling to assist in managing family and partner relationships	176	1	5	3.87	1.034
Supporting groups for partners in crisis	176	1	5	3.81	1.062
Supporting groups for emotionally alienated partners	176	1	5	3.59	1.027
Information services for counselling and partner therapy	176	1	5	3.36	1.103
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 6).

TABLE 6:

TEST Chi-square - THE IMPORTANCE OF FACTORS IN DIFFERENT SUPPORTING GROUPS

Test Statistics

	Supporting groups for partners in crisis	Domestic violence/abuse support groups	Supporting groups for partnerships/families where drugs or alcohol is abused	Individual partner therapy/counselling	Supporting groups for emotionally alienated partners	Information services for counselling and partner therapy	Family centers/counseling to assist in managing family and partner relationships
Chi-Square	69.284 ^a	184.341 ^a	193.716 ^a	123.659 ^a	72.125 ^a	54.227 ^a	72.977 ^a
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 all elements of answers are needed for the model. We can also conclude that different self-help groups or support groups, and groups for personal growth have an important role in awareness and solving partner issues. On this basis, we can confirm hypothesis H₃. With the fourth hypothesis (H₄) we have tested whether mar-

ried or unmarried partners with partnership issues are not trying to find different professional supporting groups because they are not familiar with their services.

We started testing the hypothesis from two points of view and from analysis of responses of two questions. We have done the analyses of frequency of responses to the two questions. We asked respondents, why in their opinion, married or unmarried partners with partnership issues are not trying to find different professional supporting groups.

Our first assumption was that partners with partnership issues are »not trying« to find different professional supporting groups because they *are not* familiar with their services (Table 7).

TABLE 7

THE FREQUENCY ANALYSIS OF RESPONSES (QUESTION ABOUT IMPORTANCE OF FAMILIARITY WITH PROFESSIONAL SUPPORTING GROUPS)

Because they *are not* familiar with their services

	Observed N	Expected N	Residual
not true	6	35.2	-29.2
rarely true	32	35.2	-3.2
I don't know	35	35.2	-.2
true	78	35.2	42.8
completely true	25	35.2	-10.2
Total	176		

Our second assumption was that partners with partnership issues are »trying« to find supporting groups because they *are* familiar with their services (Table 8).

TABLE 8:

THE FREQUENCY ANALYSIS OF RESPONSES (QUESTION ABOUT IMPORTANCE OF FAMILIARITY WITH PROFESSIONAL SUPPORTING GROUPS)

Because they *are* familiar with their services

	Observed N	Expected N	Residual
not true	4	35.2	-31.2
rarely true	40	35.2	4.8
I don't know	44	35.2	8.8
true	68	35.2	32.8
completely true	20	35.2	-15.2
Total	176		

The table above shows that on both questions the answer »true« dominates. 78 or 44.3 % of the respondents answered the first question with "true" and 68 or 38.6 % respondents answered the second question with true. This means after the respondent's opinion that married or unmarried partners with partnership issues are not trying to find different professional supporting groups because they *are not* familiar with their services and on the another hand partners with partnership issues *are* trying to find different professional supporting groups

they *are* familiar with their services. On the basis of the respondent's opinion we can further conclude that familiarity with services of different preventive programs plays a very important role in trying to find professional help.

Using chi-square test we have checked whether frequency distribution of the response »true« shows any statistic significant for the response »true« (Table 9).

TABLE 9:

TEST Chi-square - QUESTION ABOUT IMPORTANCE OF FAMILIARITY WITH PROFESSIONAL SUPPORTING GROUPS

Test Statistics

	Because they <i>are not</i> familiar with their services	Because they <i>are</i> familiar with their services
--	--	--

Chi-Square	79,511 ^a	67,636 ^a
df	4	4
Asymp. Sig.	,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 familiarity with different professional supporting groups plays a very important role in trying to find professional help. On this basis, we can confirm hypothesis H₄.

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. In 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 inter-

ventions raise 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. In 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 (counseling/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. In our **third assumption** we stated whether different self-help groups or support groups, and groups for personal growth play an important role in awareness and solving partner issues. The results show that the majority of respondents believe that the various support groups and groups for personal growth are important. After their evaluation are as *important*: »Supporting groups for partnerships/families where drugs or alcohol is abused«, »Individual partner therapy/counselling«, »Domestic violence/abuse support groups«, »Family centers/counseling to

assist in managing family and partner relationships«, »Supporting groups for partners in crisis« and »Supporting groups for emotionally alienated partners. We can, based on these findings, conclude that different self-help groups or support groups, and groups for personal growth play an important role in awareness and solving partner issues. Thus, we can confirm our third assumption. In our **fourth assumption** we predicted that married or unmarried partners with partnership issues are not trying to find different professional supporting groups because they are not familiar with their services. Our first supposition was that partners with partnership issues are »not trying« to find different professional supporting groups, because they *are not* familiar with their services. We can, on the basis of the results, confirm this statement since the majority of the respondents were of the opinion that this statement is true. Based on these findings we could conclude that social marketing could be a possible interventional and motivational approach for those who do not know how to solve problems in a partner relationship. Our second supposition was that partners with partnership issues are »trying« to find support groups because they *are* familiar with their services. We can also confirm our second supposition because the respondents were in the greatest number of opinion that this statement is also true. The research also tells us that only about 10% of the respondents learned about the different options and forms of supporting groups for solving problems in a partner relationship from print and electronic media and only 19 % of respondents got most of the information about the various forms of supporting groups from friends and acquaintances. However, it is necessary to mention that many of the problems in partner relationships are unexpressed; because the partners want their problems to remain hidden or they think that professional help is useless or they even consider that they do not need any professional assistance. We can, based on these findings, conclude that different self-help groups or support groups, and groups for personal growth play an important role in awareness and in solving partner issues. The goals of the research were achieved since we found out that

social marketing intervention (such as promoting support groups, professional or educational programs for high-quality and healthy partnership, raising awareness of the importance of healthy partner relationship...) play an important role in awareness and in solving partner issues. We also found out that social marketing is an important factor in raising the awareness of the target group about the importance of high-quality and a healthy partnership. The goal of the research was also the finding that social marketing has an impact on changing behaviour patterns, feelings and beliefs. We also found out that social marketing plays an important role in the motivation of active participation of married or unmarried partners who looking for professional help for solving problems in a partner relationship. Our final conclusion is that 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 such as mutual conflict, inadequate communication, and problems of alienation, emotional separation, marriage infidelity, various dependencies, mental or physical violence and problems in raising children.

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