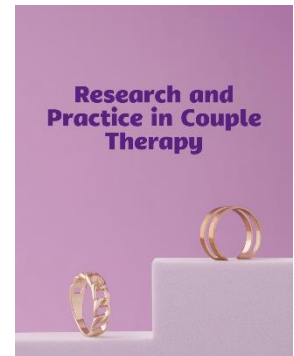




Predicting Relational Maintenance Behavior Through Investment Level and Relationship Identity

1. Giselle. Peña-Calero¹: South American Center for Education and Research in Public Health, Universidad Norbert Wiener, Lima, Peru
2. María José. Ibañez²: Study Group on Advances in Psychological Measurement, National University of San Marcos, Lima, Peru
3. Stephanie. Flores Carrera³: Department of Psychology, Iowa State University, Ames, Iowa, US

*corresponding author's email: jose.ibnez@upn.pe



ABSTRACT

This study aimed to examine the predictive roles of investment level and relationship identity in relational maintenance behavior among individuals in romantic relationships. A correlational descriptive design was employed using a sample of 390 adult participants from Peru, selected based on the Morgan and Krejcie sample size table. Standardized instruments were used to measure relational maintenance behavior (Relational Maintenance Strategy Measure), investment level (Investment Model Scale), and relationship identity (Inclusion of Other in the Self Scale). Data were analyzed using SPSS-27. Descriptive statistics were calculated, followed by Pearson correlation coefficients to examine relationships between variables, and linear regression to assess the predictive power of investment level and relationship identity on relational maintenance behavior. Pearson correlation results revealed significant positive relationships between relational maintenance behavior and both investment level ($r = .52, p < .001$) and relationship identity ($r = .61, p < .001$). The linear regression model was significant, $F(2, 387) = 160.23, p < .001$, with $R^2 = .46$, indicating that 46% of the variance in relational maintenance behavior was explained by the predictors. Multivariate regression coefficients showed that both investment level ($\beta = .34, p < .001$) and relationship identity ($\beta = .46, p < .001$) were significant predictors, with relationship identity demonstrating a stronger effect. The results suggest that both investment level and relationship identity are important predictors of relational maintenance behavior, with identity playing a more central role. These findings support the integration of social exchange and identity theories in understanding relational dynamics and underscore the importance of internal psychological constructs in sustaining romantic relationships.

Keywords: Relational Maintenance Behavior; Investment Level; Relationship Identity; Romantic Relationships

How to cite this article:

Peña-Calero, G., Ibañez, M.J., & Flores Carrera, S. (2024). Predicting Relational Maintenance Behavior Through Investment Level and Relationship Identity. *Research and Practice in Couple Therapy*, 2(3), 1-10. <https://doi.org/10.61838/rpct.2.3.5>

Introduction

In the context of romantic partnerships, sustaining a healthy relationship over time necessitates more than mutual affection—it requires consistent and deliberate behaviors that reinforce emotional bonds, manage conflict, and promote relational satisfaction. These behaviors, commonly referred to as relational maintenance behaviors, encompass a wide array of communicative and behavioral strategies that individuals use to preserve intimacy, trust, and long-term commitment in their relationships (Aloia, 2019). While early relationship studies focused heavily on attraction and compatibility, contemporary models increasingly emphasize the dynamic role of investment level and relationship identity in explaining why some individuals are more likely to engage in maintenance efforts than others (Clark, 2023; Haas, 2021).



Relational maintenance is understood as the proactive and reactive efforts that partners invest to maintain or restore relational equilibrium (Hall & McNallie, 2016). These behaviors—ranging from routine affirmations and emotional support to conflict management and shared decision-making—serve as indicators of relational resilience and quality (Haas & Lannutti, 2022; Mansson, 2019). Research has consistently found that high levels of maintenance behavior predict stronger relationship satisfaction, greater stability, and lower rates of dissolution (Legkauskas & Pazniokaitė, 2018). However, the psychological drivers behind such behaviors remain a critical area of inquiry. Emerging evidence suggests that relational behaviors are not only guided by emotions and attachment but also by cognitive investments and identity processes embedded within the partnership (Fowler & Gasiolek, 2016; Rubinsky, 2019).

One prominent framework for understanding relationship persistence is investment theory, which posits that individuals who perceive themselves as having made considerable emotional, temporal, or material investments in a relationship are more likely to engage in behaviors that protect and maintain it (Pasaribu & Arjadi, 2023). Investments create psychological inertia: the more one has put into a relationship, the more motivation there is to sustain it despite difficulties. These investments range from shared life experiences and mutual possessions to intertwined social networks. When individuals feel they have much to lose by ending a relationship, their engagement in maintenance behaviors tends to increase, even in the face of relational strain (Elbaliem et al., 2020; Rubinsky & Niess, 2021). Notably, the perception of investment—not merely its objective magnitude—drives this behavioral tendency, aligning with psychological theories that prioritize subjective meaning in interpersonal decision-making (Zhu et al., 2025).

Alongside investment level, the role of relationship identity has gained considerable traction in social psychology. Relationship identity refers to the degree to which individuals incorporate their romantic partnership into their self-concept and perceive it as integral to who they are (Yampolsky et al., 2020). This inclusion of the partner into the self is thought to facilitate empathy, perspective-taking, and greater emotional synchrony—mechanisms that fuel relational maintenance behaviors. As couples perceive a stronger shared identity, they tend to exhibit behaviors that affirm their relational commitment and mutual dependence (Penforinis et al., 2024; Xia, 2022). Relationship identity is also shaped by cultural narratives, social norms, and symbolic rituals, which influence how individuals perceive and act upon their roles within a romantic union (Иванова et al., 2022).

Several empirical studies have emphasized the relevance of identity-based models in predicting sustained interpersonal behaviors. For example, Phillips et al. (2020) found that individuals who perceived threats to their relational identity due to external stigma exhibited heightened anxiety and reduced maintenance efforts, suggesting that identity salience directly mediates relational behavior (Phillips et al., 2020). Similarly, studies in intercultural and marginalized communities have shown that when couples struggle with external marginalization, their ability to maintain a cohesive relational identity becomes crucial for long-term functioning (Haas & Lannutti, 2022; Yampolsky et al., 2020). These findings underscore the importance of considering internal identity dynamics in relational maintenance research, particularly as partnerships become increasingly diverse in terms of structure, culture, and orientation.

Moreover, relational maintenance behaviors do not operate in a vacuum but are contextually influenced by factors such as distance, cultural norms, and life stressors. For example, Elbaliem et al. (2020) explored maintenance patterns among long-distance couples and found that both investment level and a strong sense of identity contributed to more adaptive behaviors during separation (Elbaliem et al., 2020). Likewise, the presence of stressors such as hazardous alcohol use or health threats has been shown to weaken maintenance behaviors, especially when identity fusion between partners is low (Semple et al., 2019). These findings imply that relational maintenance is not only a function of personal investment or identity but also depends on the couple's adaptive capacities in navigating external challenges (Gerber & Folta, 2022; Hidalgo et al., 2020).

An emerging trend in relational research is the integration of interdisciplinary identity models—borrowed from behavioral health, social marketing, and organizational studies—to explain consistency in maintenance behavior. Zhu et al. (2025) emphasize that habitual behaviors are best understood as extensions of identity and that once a behavior becomes identity-congruent, it is more likely to be enacted consistently (Zhu et al., 2025). Applied to relationships, this suggests that when relational maintenance is seen as "what kind of partner I am," it is performed more reliably. The construction of this identity is often the result of co-created narratives between partners that are reinforced over time and situations (Mojica, 2021). From this perspective, identity serves as both a lens for perception and a driver of action, guiding maintenance strategies in both mundane and critical relationship moments.

Despite these insights, few studies have jointly examined the combined predictive value of investment level and relationship identity on relational maintenance behaviors. Most research isolates either emotional investment or identity salience, thereby missing the interaction between these two potent psychological variables. However, emerging theoretical models suggest that the synergy between feeling "committed" and seeing the relationship as part of the self may provide the strongest foundation for enduring maintenance behavior (Clark, 2023; Haas & Lannutti, 2022). Furthermore, the role of individual differences such as communication patterns, gender, and resilience further modulates how investment and identity translate into behavior (Anuradha, 2021; Legkauskas & Pazniokaitė, 2018).

This gap in the literature highlights the need for integrated models that bridge behavioral and identity-based frameworks. Given the changing landscape of romantic relationships—characterized by fluid definitions, increased digital mediation, and diverse socio-political challenges—there is a compelling rationale to explore how internal drivers such as investment level and relationship identity shape the everyday actions that sustain or erode intimacy (Pauletta et al., 2020; Rubinsky & Niess, 2021). Additionally, such models could be valuable for clinicians and relationship counselors aiming to promote long-term relational health, particularly in cultures where collective identity and relational duty play a central role (Jiang et al., 2022).

The present study aims to fill this gap by examining the predictive role of investment level and relationship identity in relational maintenance behavior among romantic partners.

Methods and Materials

Study Design and Participants

This study employed a correlational descriptive design to examine the predictive role of investment level and relationship identity in relational maintenance behavior among individuals in romantic relationships. The statistical population consisted of adult individuals residing in Peru who reported being in a romantic relationship for at least six months. A total of 390 participants were selected using stratified random sampling, with the sample size determined based on Morgan and Krejcie's (1970) sample size determination table for a known population. Inclusion criteria included being at least 18 years old and having sufficient fluency in Spanish to complete the instruments. Participants provided informed consent and completed the questionnaires anonymously either in paper form or through a secure online platform.

Measures

To measure relational maintenance behavior, the Relational Maintenance Strategy Measure (RMSM) developed by Stafford and Canary (1991) was used. This standard scale assesses the frequency with which individuals engage in strategies to sustain their romantic relationships. The instrument includes five subscales: positivity, openness, assurances, social networks, and sharing tasks, encompassing a total of 30 items. Respondents rate each item on a 5-point Likert scale ranging from 1 (never) to

5 (very frequently), with higher scores indicating greater engagement in maintenance behaviors. The RMSM has been widely validated across different relational contexts and populations, with internal consistency reliabilities (Cronbach's alpha) typically ranging from 0.75 to 0.89 for the subscales. Multiple studies have confirmed the scale's construct validity and convergent validity, making it a robust tool for relational research.

The Investment Model Scale (IMS) developed by Rusbult, Martz, and Agnew (1998) was employed to measure investment level. This widely used instrument is grounded in interdependence theory and includes four subscales: satisfaction level, quality of alternatives, investment size, and commitment level, with the investment subscale specifically comprising 5 items. Each item is rated on a 7-point Likert scale ranging from 1 (do not agree at all) to 7 (agree completely). The investment subscale measures the extent to which individuals have put time, emotional energy, shared possessions, or mutual experiences into their relationship. The IMS has been extensively tested and shows high internal consistency ($\alpha > 0.85$ for investment), along with strong predictive and discriminant validity in romantic relationship studies.

Relationship identity was assessed using the Inclusion of Other in the Self (IOS) Scale developed by Aron, Aron, and Smollan (1992). This is a single-item pictorial measure that evaluates the perceived cognitive closeness between partners by presenting seven pairs of overlapping circles, ranging from no overlap (1) to nearly complete overlap (7). Respondents select the pair that best represents their perception of the relationship. Although the IOS is a brief measure, it has been shown to have strong convergent validity with longer scales, including measures of intimacy and relationship closeness, and test-retest reliability over short time intervals has been confirmed in several studies. In addition to the IOS, some studies complement it with multi-item relationship identity measures derived from self-concept inclusion constructs, which further enhance its reliability when needed.

Data analysis

Data were analyzed using SPSS version 27. Descriptive statistics (mean, standard deviation, frequency, and percentage) were computed for demographic variables and key constructs. To test the relationships between variables, Pearson correlation coefficients were calculated between the dependent variable (relational maintenance behavior) and each of the independent variables (investment level and relationship identity). Furthermore, a linear regression analysis was conducted to evaluate the joint predictive power of the two independent variables on relational maintenance behavior. Prior to inferential analyses, assumptions of normality, linearity, homoscedasticity, and multicollinearity were tested and confirmed.

Findings and Results

The sample consisted of 390 participants, of whom 226 (57.95%) were female and 164 (42.05%) were male. The age of participants ranged from 18 to 54 years, with a mean age of 29.47 years ($SD = 7.86$). Regarding relationship duration, 131 participants (33.59%) reported being in a relationship for 6 months to 1 year, 175 (44.87%) between 1 to 5 years, and 84 (21.54%) for more than 5 years. In terms of education level, 28.46% held a high school diploma, 49.23% had completed undergraduate education, and 22.31% held a postgraduate degree.

Table 1. Descriptive Statistics for Study Variables (N = 390)

Variable	Mean (M)	Standard Deviation (SD)
Relational Maintenance Behavior	4.12	0.57
Investment Level	5.39	0.66
Relationship Identity	5.67	0.71

The descriptive statistics indicated that participants reported relatively high levels of relational maintenance behavior ($M = 4.12$, $SD = 0.57$), suggesting regular engagement in relationship-sustaining practices. Investment level had a higher mean ($M = 5.39$, $SD = 0.66$), indicating that participants generally felt significantly invested in their relationships. Relationship identity had the highest average ($M = 5.67$, $SD = 0.71$), reflecting strong inclusion of the partner in the self-concept among most respondents.

Prior to conducting correlation and regression analyses, the assumptions underlying parametric tests were evaluated. Normality of the main variables was assessed using skewness and kurtosis values, all of which fell within the acceptable range of ± 1.5 (e.g., relational maintenance behavior: skewness = -0.42 , kurtosis = 0.89). Linearity was verified through scatterplots showing a clear linear trend between independent and dependent variables. Homoscedasticity was confirmed via visual inspection of residual plots, which showed no funneling pattern. The Durbin-Watson statistic was 1.92 , indicating no significant autocorrelation. Finally, multicollinearity diagnostics revealed tolerance values above 0.72 and VIF values below 1.38 , confirming that multicollinearity was not a concern.

Table 2. Pearson Correlation Between Study Variables

Variables	1	2	3
1. Relational Maintenance Behavior	—		
2. Investment Level	.52** ($p < .001$)	—	
3. Relationship Identity	.61** ($p < .001$)	.48** ($p < .001$)	—

Pearson correlation results demonstrated significant and positive associations among all variables. Relational maintenance behavior correlated moderately with investment level ($r = .52$, $p < .001$) and strongly with relationship identity ($r = .61$, $p < .001$), indicating that higher perceived investment and stronger relational identity are associated with greater engagement in maintenance behaviors.

Table 3. Summary of Regression Analysis Predicting Relational Maintenance Behavior

Source	Sum of Squares	df	Mean Square	R	R ²	Adj. R ²	F	p
Regression	38.42	2	19.21	.68	.46	.46	160.23	< .001
Residual	45.84	387	0.12					
Total	84.26	389						

The regression model was statistically significant, $F(2, 387) = 160.23$, $p < .001$, with an R^2 of .46, indicating that 46% of the variance in relational maintenance behavior could be explained by the combination of investment level and relationship identity. The adjusted R^2 (.46) suggests strong model fit with minimal overfitting.

Table 4. Coefficients for Predicting Relational Maintenance Behavior

Predictor	B	SE	β	t	p
Constant	1.27	0.22	—	5.77	< .001
Investment Level	0.31	0.06	.34	5.42	< .001
Relationship Identity	0.43	0.05	.46	8.66	< .001

The multivariate regression analysis confirmed that both predictors significantly contributed to explaining relational maintenance behavior. Relationship identity ($\beta = .46$, $t = 8.66$, $p < .001$) had a stronger standardized effect than investment level ($\beta = .34$, $t = 5.42$, $p < .001$), suggesting that identity plays a more central role in motivating relational maintenance practices.

Discussion and Conclusion

The findings of the current study revealed significant positive relationships between both independent variables—investment level and relationship identity—and the dependent variable, relational maintenance behavior. The Pearson correlation coefficients indicated that individuals who reported higher levels of emotional and material investment in their romantic relationships also tended to engage more frequently in maintenance behaviors such as providing emotional support, engaging in open communication, and affirming relational commitment. Likewise, individuals who perceived their partner as a central part of their self-concept—indicating a high degree of relationship identity—were more likely to exhibit relational maintenance strategies. Furthermore, linear regression analysis demonstrated that both predictors significantly contributed to explaining variance in relational maintenance behavior, with relationship identity showing a slightly stronger standardized beta coefficient than investment level. These results suggest that both cognitive and identity-based mechanisms are crucial in predicting how individuals sustain romantic bonds.

These findings align closely with investment theory, which posits that commitment and maintenance behaviors increase with greater perceived investments—emotional, temporal, or material—into a relationship (Pasaribu & Arjadi, 2023). The current data support this framework, showing that individuals who view their relationships as involving significant personal investment are more motivated to maintain them. Prior work by (Rubinsky & Niess, 2021) has also emphasized that perceived investment heightens relational inertia and contributes to persistence through maintenance acts, especially when external threats or dissatisfaction arise. This is especially relevant in long-term partnerships where sunk costs—such as shared property, children, or social networks—may psychologically reinforce maintenance despite conflict or dissatisfaction (Elbaliem et al., 2020).

Additionally, the finding that relationship identity significantly predicts relational maintenance behavior resonates with contemporary relational identity theories. Individuals who perceive their romantic relationship as central to their identity are more likely to engage in behaviors that protect and enhance that bond. According to (Yampolsky et al., 2020), such identity integration enhances empathy, emotional regulation, and perspective-taking—skills closely tied to maintenance behaviors. This view is further corroborated by (Penformis et al., 2024), who argue that identity-oriented health and relational behaviors are more consistent and resilient, particularly when rooted in self-definition. Similarly, (Xia, 2022) found that identity-linked actions are likely to be enacted habitually, forming a behavioral pattern that is both predictable and stable. These findings suggest that relational maintenance behavior is not merely reactive or situational, but rather reflective of a deeper internalized identity process.

Interestingly, the stronger predictive power of relationship identity over investment level suggests that *how partners see themselves within the relationship* may be a more enduring predictor of maintenance behavior than *what they have put into the relationship*. This distinction highlights the importance of self-concept integration in sustaining intimacy. (Zhu et al., 2025) underscores this in the context of health behavior, noting that identity-congruent actions—those perceived as part of “who I am”—are more likely to be persistent and internalized, a concept transferable to relational dynamics. When individuals view themselves as committed partners or caretakers, maintenance behaviors become extensions of their self-perception rather than deliberate efforts. This model is supported by (Mojica, 2021), who theorizes that identity is the mediating structure between intention and behavior, especially in intimate contexts.

These conclusions are consistent with findings in diverse relational contexts. For instance, in a study on long-distance relationships, (Elbaliem et al., 2020) found that both investment level and a shared relationship identity enabled couples to maintain their connection despite physical separation. Similarly, (Haas, 2021) reported that same-sex couples who perceived a higher degree of relationship identity exhibited more resilience and maintenance during sociopolitical stress. Furthermore, relational identity has been found to buffer the effects of marginalization and external stigma, as shown by (Yampolsky et al.,

2020) in intercultural couples. This body of research reinforces the idea that identity fusion serves as a powerful motivator for enacting maintenance behaviors, especially when external or internal challenges threaten relationship continuity.

The behavioral dimensions of relationship maintenance also reflect sociocultural norms. As (Clark, 2023) highlights, in romantic relationships marked by a mismatch in sexual orientation, identity coherence within the relationship significantly predicts relationship durability and communicative effort. These findings further validate the notion that relational maintenance is partially rooted in how partners construct and negotiate shared identities. Moreover, the social meaning ascribed to investment—whether emotional, symbolic, or material—can vary across cultural contexts, as demonstrated in work by (Jiang et al., 2022) in Chinese consumer-relationship analogs. There, the symbolic value of investment influenced ongoing commitment and co-creation behaviors, suggesting that relational maintenance may also be interpreted as a kind of social co-investment and identity co-construction.

In the context of gender and communication styles, the present findings support earlier results reported by (Legkauskas & Pazniokaitė, 2018), who found that women generally report higher relational maintenance behavior than men, partly due to differences in identity centrality and emotional expressiveness. Similarly, (Fowler & Gasior, 2016) found that individuals with higher depressive symptoms tend to seek excessive reassurance from partners, which can paradoxically undermine maintenance behaviors unless moderated by relational self-perception. The role of identity is further highlighted by (Phillips et al., 2020), who identified that perceived identity threats in romantic relationships reduce well-being and suppress maintenance behaviors, especially in contexts of religious or cultural dissonance.

While much of the existing literature has focused on dyadic and intrapersonal processes, the current study bridges social exchange theory and identity theory, affirming that relational maintenance is both a calculated behavior and an identity-reinforced practice. In line with (Clark, 2023) and (Semple et al., 2019), it becomes evident that motivations for maintenance behavior are multi-layered, encompassing emotional, cognitive, and social identity dimensions. For example, in vulnerable populations such as female sex workers studied by (Semple et al., 2019), relational maintenance strategies were less influenced by affection and more by pragmatic concerns—a reminder that maintenance behaviors may be both self-protective and identity-expressive depending on context.

These interpretations reinforce the utility of interdisciplinary models. Drawing on behavioral health perspectives, (Gerber & Folta, 2022) argued that identity is a central organizing factor for behavioral consistency across life domains. By analogy, relational identity serves as a cognitive anchor that promotes behavioral continuity in romantic partnerships. Likewise, neighborhood identity and social responsibility have been shown to correlate with caregiving behaviors in community contexts (Hidalgo et al., 2020), suggesting that identity-motivated maintenance applies across relational types and scales.

This study, while informative, is not without its limitations. First, the use of self-report measures raises concerns about social desirability bias and self-perception distortions. Participants may have over-reported maintenance behaviors to align with perceived relational norms. Second, the cross-sectional design of the study precludes any claims about causal relationships between investment, identity, and behavior. Third, the sample was limited to Peruvian participants, and cultural values may have influenced how constructs such as investment and identity are perceived and reported. Therefore, the generalizability of findings to other cultural or relational contexts is limited.

Future studies should consider longitudinal designs to better capture the dynamic interplay between investment, identity, and maintenance over time. Additionally, it would be valuable to integrate dyadic data from both partners to examine interaction patterns and validate self-reports. Cross-cultural comparative studies could offer insights into how cultural scripts influence relational identity and maintenance behaviors. Moreover, incorporating qualitative methods such as interviews or narrative

analyses may enrich understanding of how individuals interpret their investment and identity in the context of their relationships.

Practitioners and counselors working with couples should consider assessing clients' perceived investment and relationship identity as part of relationship education and therapy. Interventions aimed at strengthening relationship identity—such as shared goal-setting, narrative co-construction, and emotional role affirmation—could enhance maintenance behaviors. Additionally, helping individuals recognize and validate their investments, including intangible emotional labor, may increase motivation to sustain relational effort. Relationship maintenance is not only about communication techniques but also about reinforcing the inner meanings and identity structures that motivate ongoing relational commitment.

Declaration of Interest

The authors of this article declared no conflict of interest.

Ethical Considerations

All ethical principles were adhered in conducting and writing this article.

Acknowledgments

We would like to express our gratitude to all those who helped us carrying out this study.

Authors' Contributions

All authors equally contributed to this study.

Transparency of Data

In accordance with the principles of transparency and open research, we declare that all data and materials used in this study are available upon request.

Funding

This research was carried out independently with personal funding and without the financial support of any governmental or private institution or organization.

References

- Aloia, L. S. (2019). Parent–Child Relationship Satisfaction: The Influence of Family Communication Orientations and Relational Maintenance Behaviors. *The Family Journal*, 28(1), 83-89. <https://doi.org/10.1177/1066480719896561>
- Anuradha, K. P. (2021). Performance Analysis of Micro and Small Entrepreneurs Using WPM Method. *RMC*, 2(4), 27-32. <https://doi.org/10.46632/rmc/2/4/5>
- Clark, A. N. (2023). Using Social Exchange Theory to Examine Relationship Processes in Asexual-allosexual Couples. *Journal of Family Theory & Review*, 15(2), 352-372. <https://doi.org/10.1111/jftr.12495>
- Elbaliem, G. K., Widiastuti, T. R., & Purboningsih, E. R. (2020). Analisis Dyadic Relationship Maintenance Behavior Pada Pasangan Yang Menjalani Hubungan Pernikahan Jarak Jauh. *Psycho Idea*, 18(2), 180. <https://doi.org/10.30595/psychoidea.v18i2.7340>
- Fowler, C., & Gasiolek, J. (2016). Depressive Symptoms, Excessive Reassurance Seeking, and Relationship Maintenance. *Journal of Social and Personal Relationships*, 34(1), 91-113. <https://doi.org/10.1177/0265407515624265>

- Gerber, S., & Foltz, S. C. (2022). You Are What You Eat... but Do You Eat What You Are? The Role of Identity in Eating Behaviors—A Scoping Review. *Nutrients*, 14(17), 3456. <https://doi.org/10.3390/nu14173456>
- Haas, S. M. (2021). Same-Sex Couple Relationship Maintenance. <https://doi.org/10.1093/acrefore/9780190228613.013.1174>
- Haas, S. M., & Lannutti, P. J. (2022). Relationship Maintenance Behaviors, Resilience, and Relational Quality in Romantic Relationships of LGBTQ+ People. *Couple and Family Psychology Research and Practice*, 11(2), 117-131. <https://doi.org/10.1037/cfp0000186>
- Hall, E. D., & McNallie, J. (2016). The Mediating Role of Sibling Maintenance Behavior Expectations and Perceptions in the Relationship Between Family Communication Patterns and Relationship Satisfaction. *Journal of Family Communication*, 16(4), 386-402. <https://doi.org/10.1080/15267431.2016.1215316>
- Hidalgo, M. C., Moreno-Jiménez, P., Trujillo, G. M., & Hernández, B. (2020). Neighborhood Care and Neighborhood Bonds: An Unequal Relationship. *Environment and Behavior*, 53(6), 571-600. <https://doi.org/10.1177/0013916520937453>
- Jiang, X., Mastromartino, B., Yang, Q., Zhang, J., & Zhang, J. J. (2022). Influence of Consumer Interaction and Community Relationships on Value Co-Creation Willingness: A Mediation Model of Chinese Sports Brands. *Sustainability*, 15(1), 115. <https://doi.org/10.3390/su15010115>
- Legkauskas, V., & Pazniokaitė, G. (2018). Gender Differences in Relationship Maintenance Behaviors and Relationship Satisfaction. *Social Welfare Interdisciplinary Approach*, 8(2), 30-39. <https://doi.org/10.21277/sw.v2i8.367>
- Mansson, D. H. (2019). Grandchildren's Perceptions of Grandparents' Use of Relational Maintenance Behaviors. *The International Journal of Aging and Human Development*, 91(2), 127-148. <https://doi.org/10.1177/0091415019852776>
- Mojica, L. (2021). The Enactive Naturalization of Normativity: From Self-Maintenance to Situated Interactions. *History & Philosophy of the Life Sciences*, 43(4). <https://doi.org/10.1007/s40656-021-00479-3>
- Pasaribu, Y. T., & Arjadi, R. (2023). Relational Maintenance Behavior as a Predictor of Marital Satisfaction in Commuter Marriage. *Jurnal Psikologi*, 50(1), 104. <https://doi.org/10.22146/jpsi.72905>
- Pauletta, M., Rovere, N., Randl, N., & Russo, G. (2020). Bond-Slip Behavior Between Stainless Steel Rebars and Concrete. *Materials*, 13(4), 979. <https://doi.org/10.3390/ma13040979>
- Penforinis, K. M., Vliet, M. v., Haeseler, E. F. v., Gebhardt, W. A., & Meijer, E. (2024). Identity in the Context of Physical Activity and Smoking: A Scoping Review Among Adults Aged 45+. *European journal of public health*, 34(Supplement_3). <https://doi.org/10.1093/eurpub/ckae144.1748>
- Phillips, R., Connelly, V., & Burgess, M. (2020). Explaining the Relationship Between Religiosity and Increased Wellbeing Avoidance of Identity Threat as a Key Factor. *Journal of Beliefs and Values*, 42(2), 163-176. <https://doi.org/10.1080/13617672.2020.1799152>
- Rubinsky, V. (2019). Extending the Theory of Resilience and Relational Load Into Polyamorous Relationships. *Interpersona an International Journal on Personal Relationships*, 13(2), 144-170. <https://doi.org/10.5964/ijpr.v13i2.364>
- Rubinsky, V., & Niess, L. C. (2021). Relational Communication and Consensual Nonmonogamy. <https://doi.org/10.1093/acrefore/9780190228613.013.1173>
- Semple, S. J., Pitpitan, E. V., Pines, H. A., Vera, A., Martínez, G., Rangel, G., Strathdee, S. A., & Patterson, T. L. (2019). Hazardous Alcohol Consumption Moderates the Relationship Between Safer Sex Maintenance Strategies and Condomless Sex With Clients Among Female Sex Workers in Mexico. *Health Education & Behavior*, 47(1), 14-23. <https://doi.org/10.1177/1090198119869971>
- Xia, X. (2022). The Construction of a Research Framework for Traditional Sports Cultural Identity of Ethnic Minorities in Guizhou Under the Situation of Rural Revitalization. *Journal of International Education and Development*, 6(8), 124-130. <https://doi.org/10.47297/wspiedwsp2516-250065.20220608>
- Yampolsky, M. A., West, A. L., Zhou, B., Muise, A., & Lalonde, R. N. (2020). Divided Together: How Marginalization of Intercultural Relationships Is Associated With Identity Integration and Relationship Quality. *Social Psychological and Personality Science*, 12(6), 887-897. <https://doi.org/10.1177/1948550620962653>
- Zhu, L., Tao, Y., Guo, Y., Zhang, X., Wang, T., Zhou, B., Li, G., & Zhang, L. (2025). The Relationship Between Habit and Identity in Health Behaviors: A Systematic Review and Three-level Meta-analysis. *Applied Psychology Health and Well-Being*, 17(2). <https://doi.org/10.1111/aphw.70017>

Иванова, Н. Л., Volkova, A., & Patosha, O. (2022). The Relationship Between Social Identity and Consumer Behavior. *Diem Dubrovnik International Economic Meeting*, 7(1), 72-79. <https://doi.org/10.17818/diem/2022/1.8>