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## Improving the socio-emotional well-being of the older generation through the implementation of territorial marketing

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### Abstract

This article is based on the analysis of the possibility of using Berkman's conceptual model of mechanism of social networks influence on human health to improve the well-being of the older generation in Russia. The emphasis is put on the development of social contacts of older people through the implementation of territorial marketing. Objective and subjective indicators of well-being of older people are directly related to the characteristics and peculiarities of the territory where they live and carry out their activities (city, region, country). In this context, marketing of territory can be regarded as an activity aimed at creating and maintaining comfortable living conditions of different age groups, taking into considerations their characteristics. Special attention is paid to the social and emotional mechanisms of social support, social influence, social inclusion, social participation, interpersonal contacts and access to resources and benefits the territory of older generation. Specificity of older adults segmentation of the region (the city) is defined. The importance of active cooperation of various age groups identified in the process of territorial segmentation of the market is particularly stressed, in terms of improving the lives of older adults.

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### 1. Introduction

What is human well-being? The search for definition in the Internet showed that well-being is a person's internal state or external situation, or a combination of conditions and situations. The human condition can be considered as confidence, calmness, self-reliance, openness, confidence, sociability and a number of other qualities. The situation is characterized by good weather, fascinating and gainful employment, prestigious and comfortable place of residence, availability of assistance from anyone, family and friends, training, the level of prices for goods and services, and everything that is able to satisfy many human needs.

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Perceptions and behavior in a given situation will depend on individual characteristics and internal state.

Consequently, human well-being can be considered from two perspectives: from the perspective of welfare of society and well-being from the perspective of the individual. In other words, two types of well-being can be defined: welfare of the public or external well-being and mental, physical well-being of a person or internal well-being. External well-being is determined by the role of the individual in society and the treatment of human society (whether the society considers a man prosperous or not on the basis of shared values and solidarity). Internal well-being a

person determines for himself according to individual needs, self-esteem and psychological comfort (how a person feels from the perspective of inner harmony and harmony with the environment).

All ambiguous definitions of human well-being are related to human needs. Therefore, all states and situations that can satisfy any needs can be seen as ways to achieve well-being.

## **2. Territorial marketing**

In global practice one of the most common and civilized ways of satisfying human needs is exchange. Marketing studies efficient and civilized exchanges. Marketing is ambiguous and multifarious notion. There are many definitions and types of marketing. According to the calculations of Russian economist G.L. Bagaev in the world there are more than 2,000 definitions of marketing (Bagaev et al., 2008).

Therefore, well-being in terms of marketing can be interpreted as a compromise between external and internal well-being.

One of the modern and little-studied branches of marketing is territorial marketing. The concept of "marketing of sites or territory" emerged relatively recently, in the 90s of the 20th century. The unified concept of territorial marketing does not exist. However, all existing concepts define the common goal of territorial marketing as meeting the needs of residents and non-residents of the territory through the creation of favorable conditions for living and doing any kind of activity. That is, the goal of marketing of territory is to create a safe situation of human presence in the area.

The fate of any person is primarily associated with the place of his residence.

From the perspective of marketing, the territory is a place where people can satisfy their needs using different techniques (methods) of satisfaction. The choice of technology depends on the characteristics of the territory and on the characteristics of its consumers. The entity that employs resources and welfare of territory is a consumer. The main consumers of the territory are its inhabitants.

Residents satisfy their needs by the consumption of resources and benefits of the territory. The degree of satisfaction depends on internal and external well-being. Only consumers can determine the degree of satisfaction. Consumer preferences depend on the degree of satisfaction. Marketing activities are aimed at stimulating consumer preferences through the formation of proposals (resources and services) based on three basic human values: family, work and charity.

What can the territory offer to its residents? The territory determines the existence of a man in three-dimensional space: location - geography, climate, ecology; special status - socio-economic benefits and image - the psychological state, emotions.

To create the most effective proposals, territorial marketing identifies, analyzes and evaluates the needs, desires and expectations of its customers - residents. Therefore, the main focus of the marketing activities is to study the behavior of the inhabitants of the territory and how to influence it.

Unfortunately, modern management of Russian territories hardly pays attention to this activity.

Policy of the territory development should be aimed at improving its attractiveness from the point of study of residents needs and ensuring their safe life.

Residents of any territory are people of different generations, who solve their problems through the consumption of all resources and public goods of the territory. Policy of the safe accommodation allows accumulating the sense of confidence in the future.

In the territorial marketing any territory is seen as a big family with children, parents, grandparents and grand grandparents. Parents are confident in the future of their children and the welfare of their old age. There is dialectic of

generation change. Family is ideal when it contains representatives of all generations. Each generation has its own characteristics: properties, needs, tastes and interests. Family unites the efforts of all its members on the basis of co-existence of traditions, shared values and solidarity. Image of a family in territorial marketing is embodied in the existing local community whose members are active participants in the development of the territory. Activity of members of community in marketing is considered as process of searching, analyzing, comparing, selecting and decision making. Thus, the concept of “consumption” is converted to the concept of “activism”, aimed at the formation and development of a favorable society. Modern “consumer society” is transformed into “society without waste”. Prosperous society is a society without waste, without terror, without crime, without accidents. The territory cannot be safe in isolation from other nearby areas. Well-being requires the development of inter-territorial communications of all kinds. All this determines the management of territory- the control system of the city, region and country.

Real life is always different from the ideal. Modern territories are far from the image of the ideal family. Around the world, there is a growing number of older adults and reduction of people of working age (World Population Prospects, the 2010 revision, 2013). The elderly make up a large part of the population of any territorial settlement of European and some Asian countries. In the short term many cities in the world, especially in Europe, will become cities of pensioners. In these cities there is a break of emotional ties and communication between generations. Young people are not aware of pensioners and express aggression against the latter; middle-aged people are focused on personal success and career, they do not care about common social problems, they do not care about older adults. To avoid these negative trends in the development of society, territorial marketing offers a number of activities, such as:

1. Reasonable zoning and division into districts when each generation has its one zone of activity and recreation and there is a common zone of recreation and consolidation.
2. Creating mechanisms for connecting disabled links of age groups: pensioners, children and adolescents, like a family when grandparents are raising grandchildren.
3. Developing a system of support older adults’ initiatives, involving them into social activities. For example: the involvement of older adults in the organization and conduct of various city events: festivals, contests, competitions, conferences, symposia and joint clubs. This will allow them to share their experience and to feel themselves important and necessary in the society.
4. Implementing the social policy of peaceful coexistence and effective cooperation among all age groups.

To implement activities on harmonization of society on the first step is to explore and identify the behavior of all age groups. In marketing there are many approaches to study the behavior of consumers. James F. Engel, Roger D. Blackwell and Paul W. Miniard proposed the approach based on three groups of factors: individual differences, environment influence and physiological processes (Blackwell et al., 2007).

Individual differences include income, the time required to carry out any type of activity, mental ability to process information (emotional perception, interest, value, expectations of information), knowledge, relationship, motivation, values and way of life.

Effect of the environment is characterized by culture, social status, and family. Psychological processes affecting the conduct include the processing of information (reception, interpretation, preservation and reproduction), training system, the system of influence on a person that changes his behavior. The determination of these factors for different age groups is done by marketing research and segmentation process.

Segmentation in marketing is the process of selection of similar characteristics and properties of groups of people, with the goal of creating for them effective offerings that can satisfy their needs. Features of separate segments as well as their common needs, desires and expectations (climate, safety, comfort of transport, awareness) are defined in the result of segmentation

Segmentation process allows to divide the population into distinct segments and to find common ground of their interests and desires.

Creating a safe area as a strong family is a common characteristic of age groups of residents. General well-being is the single purpose of marketing of territories.

Division of age groups of residents into segments with common needs for the selected criteria is called a process of micro segmentation.

In territorial marketing the main features of all inhabitants of the segmentation is the age and gender. Age criteria make it possible to isolate stable segments, since the number of living individuals of different age generations doesn't change instantly. There are certain patterns of change in the age structure of any territorial entity. Thus, there is steady growth of older generation in all regions of Russia. (Resolution of Third International Social-Medical Forum, 2013). Stable growth of older adults segment requires the creation of a special offer, ensuring their continuous well-being and makes them interesting as a segment. Criteria of micro segmentation of older adults in a particular area should be defined. To identify common features of the older generation, the biopsychosocial L. Berkman's model can be used.

### 3. L. Berkman's model and the mechanism of influence of regional factors on human well-being

In the late 90s, within the scope of the biopsychosocial approach, L. Berkman developed a model of impact of social networks on the physical and mental health (Berkman et al., 2000), (Melchior et al., 2003). L. Berkman identified the impact of social factors and the situation on the course of human psychological processes. Social networks in the model represent a kind of environment where people live and satisfy their needs. Social activity and human partnership manifest through human interaction with family members, relatives, friends, and colleagues; through the roles that people play in society; terms of the functions they perform in the society. Social network defines, strengthens and develops the social role of a man: parental, professional and creative. The presence of different social roles of a man allows him to experience the gamut of emotions: identity, significance, affection, indispensability, identity, confidence and many others. The model defines five mechanisms of social influence:

support, influence, integration, contacts and resources. L. Berkman showed that social networks can change the behavior and attitude of a man to himself and to the environment by comparing their own views and states with views and states of other people. The result of human activity is its social participation and partnership. Activity and human interaction is defined by territory. For example, a person living in the capital or in a provincial town simulates the behavior differently. There are different territorial accessibility of family, partnership and other relations.

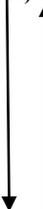
L. Berkman's model defines three-level dependence of norms of human behavior from social influence and identifies five mechanisms of the effect of social networks on human behavior. They are: influence of social norms and rules, social cohesion and partnership, interpersonal contacts, availability of material resources and welfare.

In many ways, these determinants of human behavior are defined by his residence.

We suggest the mechanism of influence of determinants on human behavior in order to bring it to the state of continuous well-being and situation, see Table 1.

Table 1. The mechanism of influence of regional factors on human well-being

Levels of influence	Factors of influence	Territorial mechanisms of impact	Types and indicators of well-being	Features of older adults segmentation
	<b>Culture:</b> norms of behavior, cultural values, symbols, the succession of generations, social cohesion	Unique nature and climate; historical chronicle (historical events and people); national and religious traditions, rituals, ceremonies; the uniqueness of the local community; specific structure of the population, national crafts, local artisans, cultural context of	<i>Physical well-being:</i> physical health. <i>Psychological well-being:</i> autonomy, competence, emotions (pleasure, agitation, dominance), self-recognition, the goal of life. <i>Interpersonal well-being:</i> attitude to oneself, society and nature.	Geographical: district, region of residence, period of stay. Demographic: nationality, religion. Psychographic: values, lifestyles.

<b>Macro level (external factors)</b> 	<b>Social status:</b> social support; the establishment of national and religious diasporas, the presence of social classes.	consumption, image and brand of territory. Social structure; regional and municipal social assistance programs; income level of the population; tolerance of the population; system of social benefits; access to housing and services (transportation, utilities, health, education, banking); zoning and district division; landscaping; increase of general awareness in order to promote to residents.	<i>Social well-being:</i> the degree of satisfaction with their social status and role, social status. <i>Economic well-being:</i> income / expenses, reserve of time. <i>Psychological well-being:</i> self-esteem, belief in self efficiency, motivation, expectations, personal growth, purpose of life, self-recognition, emotions of pleasure and dominance. <i>Material well-being:</i> material well-being: housing, cottage, farm, own transport.	Geographic: area of residence. Demographic: social class, nationality, religion, age, education, profession, occupation, income. Psychographic: lifestyle. Behavioral: loyalty to the territory and its inhabitants
	<b>Political relations:</b> civil rights and the interests of political parties	Local law, the party affiliation of members of the legislative and executive branches; the style and methods of local governance; investment attractiveness; attitude toward the ruling party.	<i>Social well-being:</i> the degree of satisfaction with their social status, political activity. <i>Economic well-being:</i> income and expenses. <i>Material well-being:</i> the security of material goods.	Demographic: party affiliation and income.
<b>Meso level (external factors)</b> 	<b>Social networks:</b> reference groups, family, propaganda authorities, situational communication	Territorial formal and informal organizations; existing forms of personal contact (close ties, intimate contacts); public relations; social inclusiveness; information that affects mood (city advertising slogans, ads, symbols)	<i>Social well-being:</i> satisfaction with social roles in the family and society, the ability to teach others and share experience, prestige and image. <i>Interpersonal well-being:</i> the quality of interpersonal relationships. <i>Psychological well-being:</i> autonomy, competence and emotion.	Demographics: age, family (stage of family life cycle); level of education, profession, nationality, religion. Psychographic: values and lifestyle. Behavioral: The process of receiving, processing and decision making
<b>Micro level (internal factors)</b> 	<b>Individual characteristics:</b> income / expense, resources of time, knowledge, attitudes, motivation, values, and psychological processes.	Zoning and district division; living conditions; infrastructure of social services; public awareness with a view to promote the benefits of the territory; advantages (disadvantages) of living supported by public opinion;	<i>Physical well-being:</i> physical health. <i>Economic well-being:</i> income / expenses, save time, free time. <i>Social well-being:</i> assessment of the territory from the perspective of an "ideal" for living; standard of living. <i>Psychological well-being:</i> psychical health, emotions	<i>Geographic:</i> area of residence <i>Demographic:</i> social class, marital status, nationality, religion, age, education, profession, occupation, income. <i>Psychographic:</i> values, lifestyles. <i>Behavioral:</i> relation

		opinions; social and spiritual values of the inhabitants of the territory; way of life of residents.	of pride, pleasure, superiority and domination, the accumulated image area.	to the territory, the ability to change their behaviour, activity.
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Territory, its geographical location, climate, history and cultural heritage, the characteristics of the population, the control system greatly affect the individual lifestyle of each person, especially older adults, usually sedentary. Territory as social institution provides a person with material, information and psychological support. Regional society (family, colleagues, friends, associates, social partners) creates an atmosphere of social and psychological comfort, necessary for the continuous well-being of a man of any age.

Highlighting the main factor levels of territorial influence allows determining the signs which identify people of different age groups.

For people of older group four classic features are identified: geographic, demographic, psychographic and behavioral.

The group of geographic features includes zone and area of residence and period of stay.

The demographic features of the older generation are: age (three age groups "actually older adults" - 55 - 64, "old" - 65 - 74 and "elderly" – 75 and older), gender, education, profession, financial position, nationality, religion, marital status (stage of family life cycle), party affiliation.

Psychographic group of features includes system of values, life goals, motivation and lifestyle.

Behavioral symptoms include the ratio of the territory and its inhabitants, the ability to change their behavior, activity of position, the process of obtaining, processing, evaluating information and decision making. Defining the main target groups of elderly people makes it possible to create comfortable living conditions to ensure their well-being.

#### 4. Conclusion

On the basis of above represented findings the following conclusions could be drawn.

Human well-being can be considered from two perspectives: well-being assessment from the perspective of the society and from the individual. All states and situations that can satisfy any needs of an individual can be seen as ways to achieve well-being.

The situation is primarily determined by the place of residence. People satisfy their multiple needs and feel well-being by means of different techniques and methods. The choice of technology depends on the characteristics of the territory as well as the individual characteristics of its residents.

For older generation the territory can offer reliable zoning and district division, when each generation has its own area of activity and rest; the establishment of mechanisms of consolidation and unity with other generations (children and youth); effective system to support of their initiatives involving older adults in social activities; positive image impact on the emotional state. Three - level mechanism of influence of territorial factors on human behavior, based on biopsychosocial L. Berkman's model, results in the state and situation of well-being.

This mechanism allowed to identify main features of older adults' segmentation of any territorial entity in order to create comfortable living conditions and continuous well-being.

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