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RESEARCH ARTICLE

IMPACT OF LOVE STYLES, SEXUAL STYLES AND ATTACHMENT STYLES ON RELATIONSHIP SATISFACTION

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ABSTRACT

The aim of this research is to examine if relationship satisfaction is impacted by Love styles, Sexual styles and Adult Attachment styles. An attempt is also made to find out if the independent variables have any relationship among them. The sample chosen for this study were individuals who are in a relationship currently for at least 3 months. The results indicated that the attachment style does not impact relationship satisfaction. The love styles and sexual styles did impact the relationship satisfaction for this population. There were also correlations found in attachment style and love styles, and sexual styles and love styles. Other factors like the type of relationship had an impact on love styles, however the duration of the relationship did not influence any of the variables.

INTRODUCTION

Janvi is a 27 year old single woman who is currently living in Bangalore. She is looking for a partner who is willing to invest time and effort into a relationship just like her. Her idea of a relationship is perfect date nights and commitment from her partner. But the man she likes does not have the same ideology of relationship. The man, Rakshit, does not want commitment in a relationship. He wants to have multiple partners and does not want to be accountable or answerable to anyone for whatever his choices are. If these two individuals come together in a relationship, will they both be happy with each other? Will their different attitude towards a relationship affect how they treat each other? Interviews with young adults in their late 20's revealed differing dogmas about relationships, which led the researcher in the current study to look deeply into the topic of relationships. In this study the researcher is looking for answers that revolve around relationships and certain factors that influence a romantic relationship. As Erikson mentioned in his stages of psychosocial development about the conflict between intimacy versus isolation. The conflict that an individual faces at this stage is about forming an intimate and loving relationship with a partner. If this stage is successfully overcome by a person they achieve a sense of commitment and safety in a relationship (McLeod, S., 2013).

It has been proven that if romantic relationship satisfaction is higher then an individual's wellbeing will also be high (Baumeister & Leary, 1995). Even being in a relationship, having conversations with your partner and spending time together will lead to greater well being of an individual (Hudson et al., 2019). Murray et al., 2000, mentions that "seeing themselves through their partners' more forgiving and accepting eyes may even provide an effective remedy for more chronic insecurities". There has been a decrease in sexual activity and number of sexual partners in the US between the years 2000 to 2018 (Ueda et al., 2020). In Indian context, the social and cultural changes have led people to have greater emphasis on individual autonomy in partner choice (Banerji et al., 2013). These studies bring out two main agendas- firstly that relationship satisfaction is a crucial part of a person's life in order for them to be fully satisfied. Another important finding is that the dynamics of relationships, the views and behavior of people keeps on changing. So the research done in this area needs to be continuously updated. The factors that may contribute to relationship satisfaction are limitless. But the main objective of this study is to investigate three factors, attachment styles, love styles and sexual styles. The previous studies give evidence about relationship of love styles (Meeks et al., 1998), sexual styles (Hendrick et al., 2006) and attachment styles (Madey, S. F., & Rodgers, L., 2009) with relationship satisfaction separately.

This research will study the impact of these three variables individually and in combination as well. Moreover, this study will attempt to fill the gap of combined impact of above mentioned factors on relationship satisfaction and add to the literature also.

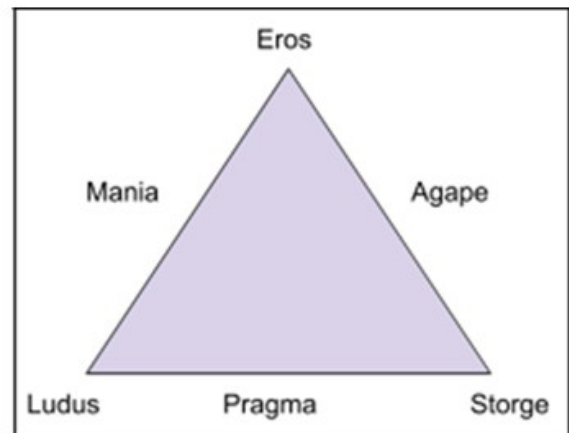
Understanding different concepts of the study

Love styles: Sigmund Freud termed love as “the frustrated desire” (1922/1951) whereas Watson described love as “an erogenous stimulation” (Watson, 2015, pp. 194–230). According to Kochar, R. K., & Sharma, D. (2015) “Love is a combination of emotions, cognitions, and behaviors that often plays a crucial role in intimate romantic relationships”. Different theorists have defined and explained love in multiple ways. Some of the theories to explain love as follows

Lee color wheel: Lee (1973) distinguished between 6 types of love styles. Three are primary love styles and three are secondary which emerge from combinations of primary love styles. The primary love styles are- eros (the passionate love), ludus (the game playing love) and storge (the friendship love); the secondary love styles are pragma (realistic and practical love, it is the combination of storge and ludus), mania (the possessive love, it is the combination of eros and ludus) and agape (the selfless love, it is the combination of eros and storge) (Davis & Latty-Mann, 1987; Kochar, R. K., & Sharma, D., 2015)

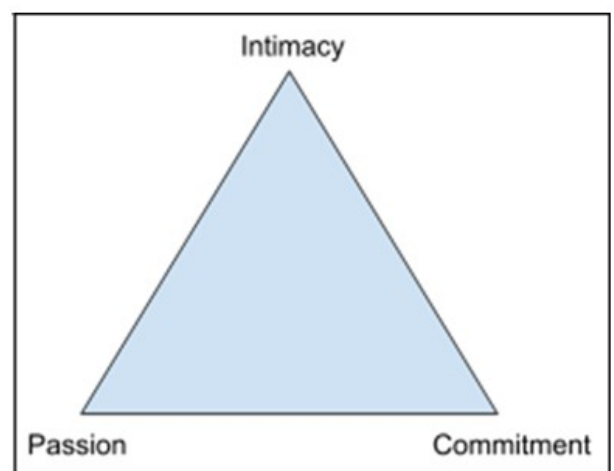
- **Eros:** “An Eros partner can be characterized as an emotionally intense individual who has a strong commitment to their relationship. There is strong physical and emotional attraction and love is highly regarded by this style. These lovers are emotionally intense individuals who are looking for a psychologically intimate and open relationships as well as passionately expressive one”
- **Ludus:** “Ludus involves sophisticatedly game-playing with their partner. This individual is not interested in making a deep commitment to their partner, therefore might indulge in many partners outside of the relationship. There is a manipulative quality in this style and they are wary of intense emotional bonding. They enjoy having multiple partners and are thus not interested in making deep commitments to one person.”
- **Storge:** “Storge values friendship and love as equal counterparts. There is no romance or fire reflected in this style. It is a more slowly developing friendship type of love. Shared interests, trust and acceptance acquired overtime is central to this love style.”
- **Pragma:** “Pragma is a rational style of love. Focus on desired attributes of the partner is central to pragmatic love. They are looking for similarities of interests and backgrounds that are likely to make others a good life partner.”
- **Mania:** “Mania is based on uncertainty of self and others. They are dependable upon their partner and show obsessive characteristics within the relationship. They have intense emotional involvement, concerns about the loss of the other and have feelings of jealousy and exclusiveness. They feel insecure in a relationship”
- **Agape:** “This style of love is an all giving, non demanding style of love. They seek spiritual and emotional identification and are often willing to sacrifice

their own interests for the benefit of their partner. It is a selfless love style. They seek complete spiritual and emotional identification, willing to make sacrifices in the interest of love and may be conflicted about sexual expression.”



Sternberg's triangular model of love: Robert J. Sternberg (1986) tried to understand love in terms of three components on a triangle. On the top is intimacy (derived from emotional investment), bottom left has passion (derived from motivational involvement) and bottom right corner has commitment (derived from cognitive decision and commitment). His definition of three components are

- **Intimacy:** “The intimacy component refers to feelings of closeness, connectedness, and bondedness in loving relationships. It thus includes within its purview those feelings that give rise, essentially, to the experience of warmth in a loving relationship”
- **Passion:** “The passion component refers to the drives that lead to romance, physical attraction, sexual consummation, and related phenomena in loving relationships. The passion component thus includes within its purview those sources of motivational and other forms of arousal that lead to the experience of passion in a loving relationship.”



- **Commitment:** “The decision/commitment component refers to, in the short term, the decision that one loves someone else, and in the long term, the commitment to maintain that love. The decision/commitment component thus includes within its purview the cognitive elements

that are involved in decision making about the existence of and potential long-term commitment to a loving relationship.”

These three love styles of Sternberg are primary love styles and various highs and lows of these primary types gives eight different types. “Of the eight types, four are high in passion, which could at the very least be considered a sexualized component of love. These four types of love include Infatuated love (high passion, low intimacy and commitment); Fatuous love (high passion and commitment, low intimacy); Romantic love (high passion and intimacy, low commitment); and Consummate love (high on all three primary components) (Hendrick & Hendrick, 2004).

Sexual styles: Each of Lee's six love styles has elements of sexual intimacy in it. The eros love style incorporates “a strong physical component... and seeks early sexual relations with the partner” (p.100). The Ludus love style individuals “enjoys sex and variety in sexual activity, but tends to consider sex (merely) good fun” (p.100). Individuals with storge love style “tend to be shy about intense contact and sexual behavior, assuming that after full commitment any sexual difficulties will be worked out” (p.100). Pragma lover “believes that sexual compatibility is important, but that any problems can be worked out mutually” (p.100)(Hendrick & Hendrick, 1992). A lover who has a manic love style is “so obsessed with the partner that intimacy, including sexual intimacy, may be elusive” and lastly Agape lover “is so focused on selflessness and concern for the partner that sex is likely very much in the background” (Harvey et al., 2004). Then Susan S. Hendrick and Clyde Hendrick came up with a sexual attitude scale which measured 4 types of sexual attitudes

Permissiveness: “measuring casual and open attitude towards sex”.

Sexual practices: “measures responsible (e.g., Birth control) and tolerant (e.g., masturbation) sex attitudes.”

Communion: People with this attitude “presents sex as an ideal or peak experience”. According to Sprecher et al., n.d. “The Communion subscale refers to the extent to which sexuality is viewed as a means for merging with the partner”.

Sexual instrumentality: “reflects sex as a natural, biological, self-oriented aspect of life”. According to Sprecher et al., n.d. “Instrumentality refers to the extent to which sex is seen as body focused versus person focused”.

Attachment: The first work on attachment theory was initiated by John Bowlby in 1958 when he gave a statement “the child’s tie to his mother”. He viewed the new born’s emotional attachment to the mother as an inborn instinct. Whenever a child experiences a threat from their external environment they see their parents as a “safe haven” where they can go back to (Bowlby, 1969). Bowlby observed that a child, in presence of mother, puts effort to explore the environment around them. Researchers said that this is “using the mother as a secure base” (Hazan & Shaver, 1987). This secure base emphasized on parent-child relationship through which an infant explores the world (Lange et al., 2012). Bowlby noticed that infants give three types of reactions in a

series when they are isolated from their parents (Hazan & Shaver, 1987)

- **Protest:** “which involves crying, active searching, and resistance to others' soothing efforts.”
- **Despair:** “which is a state of passivity and obvious sadness”
- **Detachment:** “an active, seemingly defensive disregard for and avoidance of the mother if she returns”

Mary Ainsworth along with colleagues in 1978 described 3 types of attachment- secure, anxious/ambivalent and avoidant. Out of these three, two were similar to Bowlby’s types-anxious/ambivalent show the typical reactions of a ‘protest’ behavior, and avoidant attachment of children will show behavior of ‘detachment’. Hazan and Shaver (1987) used the three types given by Ainsworth in his adult attachment styles of romantic love. According to them the type of attachment individuals have in their childhood continues to be a part of them in adulthood also. Individuals use these same attachment styles to form their romantic relationships with their partners. Incorporating the attachment style of infants in romantic love, they came up with adult attachment styles.

Adult attachment styles: According to Hazan and Shaver (1987) there are 3 types of adult attachment styles (Levy & Davis, 1988)

- **Secure:** “secure lovers described themselves as happy, trusting and friendly, and accepting and supportive of their partner despite their faults. In addition, their relationship tended to last longer than either the avoidant or anxious/ambivalent lovers. They feel that romantic feelings rise and fall, sometimes reaching their original intensity, and in some relationships love never fades.”
- **Avoidant:** “Avoidant lovers are those that have characteristics of jealousy, they fear intimacy and experience emotional highs and lows. They have low positive love experiences. They are skeptical as to whether romantic love exists at all in real life, they feel that if it does it seldom lasts and that it is rare to find someone one can really fall in love with.”
- **Anxious/ambivalent:** “they describe their relationship as an experience filled with obsession, emotional extremes, jealousy, extreme sexual attraction, and desire for reciprocation and union. They find it easy to fall in love and often find themselves beginning to fall. Like avoidant lovers, however, they rarely find what they would call real love. They also feel, like secure lovers, that romantic feelings oscillate over the course of a relationship ”

Romantic Relationship: Franiuk et al., (2002) differentiated between two different theories of romantic relationships. One is a soulmate theory and the other is work-it-out theory. People who hold belief in soulmate theory (closely related to entity or destiny theory) have the idea that they can only have a satisfied relationship with one person in the whole world who is meant to be for them. Whereas people who follow work-it-out theory (closely related to incremental or growth theory) believe that they can have a satisfactory relationship with any person if they work on it. These two theories in itself involve many different aspects of relationships like, looking for a partner versus building a relationship with one

partner over time, importance of passion and perfect or close to perfect partner.

Relationship satisfaction: According to Rusbult et al., (1998) relationship satisfaction is “positive versus negative effect experienced in a relationship and is influenced by the extent to which a partner fulfills the individual’s most important needs”. Other researchers define relationship satisfaction in terms of adjustment (Locke & Wallace, 1959), functioning (Honeycutt, J. M., 1986) and wellbeing (Acitelli, 1992). According to Horn et al., (1997) stability in any relationship can be best determined by relationship satisfaction. Factors that lead to relationship satisfaction include commitment, conflict resolution, and positivity (Kochar, R. K., & Sharma, D., 2015)

Review of Literature

“Attachment is not romantic love, and romantic love is not sex. Yet they are all highly interrelated in the formation of reproducing pair bonds that successfully raise offspring to the point of the offspring’s own reproduction.” (Hendrick & Hendrick, 2004). In this chapter an attempt is made to understand the relationship between the variables using previous literature surveys. Also, there are other factors elaborated in this chapter which affects the relationship of these variables.

Love Styles: The types of love attitudes vary across different age groups and marital status of individuals. Taking 4 groups of samples that differed in age, marital status and status of children, it was found that other factors are also associated with love styles like- going to church (individuals who did go to church had storge, pragma and agape love styles; did not have ludus and mania love styles), education level (people with higher levels of education endorsed ludus and mania love styles). Individuals who were young and unmarried had mania love style. Married individuals who had children scored high on storge, pragma and agape love styles (Montgomery & Sorell, 1997). Love styles have also been linked with adult attachment styles. Fricker, J., & Moore, S. (2002) found that love style ‘eros’ was significantly correlated with the secure attachment style. Ludus love style was more found in avoidant attachment style individuals. However, this study has been conducted in a social structure that is significantly different from the present demography under study. Therefore, we want to explore whether changes in societal structure may affect the interaction of the variables in any way.

Love styles and sexual behavior: Each of Lee's six love styles has elements of sexual intimacy in it. The eros love style incorporates “a strong physical component... and seeks early sexual relations with the partner” (p.100). The Ludus love style individuals “enjoys sex and variety in sexual activity, but tends to consider sex (merely) good fun” (p.100). Individuals with storge love style “tend to be shy about intense contact and sexual behavior, assuming that after full commitment any sexual difficulties will be worked out” (p.100). Pragma lover “believes that sexual compatibility is important, but that any problems can be worked out mutually” (p.100) (Hendrick & Hendrick, 1992). A lover who has a manic love style is “so obsessed with the partner that intimacy, including sexual intimacy, may be elusive” and lastly Agape lover “is so focused on selflessness and concern

for the partner that sex is likely very much in the background” (Harvey et al., 2004). This study however lacks determining the direction and magnitude of effect of one variable on another, that may be explored further using different samples.

Attachment styles and Sexual intimacy: Hazan and Shaver in 1987 in their study found that different attachment styles of individuals impact their sexual intimacy patterns. “avoidantly attached adults experienced a fear of intimacy in their romantic relationships, and anxiously attached adults experienced obsession, extreme sexual attraction, and jealousy” (Mark et al., 2018). The study conducted by Mark et al. in 2018 discovered that individuals who have secure attachment style are more likely to be sexually satisfied, whereas individuals who have avoidant and anxious attachments have lower levels of satisfaction both sexually and in romantic relationships. Shaver and Hazan (1988) found that individuals who have secure attachment styles experience greater satisfaction and positive experience in their romantic relationships. Securely attached individuals “tend to be comfortable with their sexuality, are open to sexual exploration, and enjoy a variety of sexual activities” (Feeney & Noller, 2004). A study on attachment and sexual behavior revealed that individuals who have anxious attachment style are more likely to have more number of lifetime partners, their first intercourse experience is at earlier stage of life as compared to other attachment style individuals, they also use condom more frequently than others (Bogaert & Sadava, 2002). We believe that the relationship of attachment style with sexual satisfaction may not be so direct as sexual intimacy is determined by the connection two people form. A difference in attachment style of the both may lead to differences in sexual satisfaction. This requires further exploration. Among adolescents it is found that the attachment style that has the least involvement in romantic relationships is the avoidant attachment style and the maximum involvement is of anxious attachment style adolescents. There is also gender difference in sexual behavior and attachment style, as females with highest level of sexual experience are from anxious attachment style group and males who have highest level of sexual experience are from secure attachment style (Tracy, Shaver, Albino, & Cooper, 2003). In the same study a relationship is also seen between attachment styles and the reason for the adolescents to have sex. The adolescents with avoidant attachment had their first sexual experience with the motive to lose their virginity whereas the other two categories had their first experience to express their love towards their partners. In Indian context, the majority of the people do experience a certain sense of taboo regarding their sexuality during their adolescent period. Exploring their sexuality at this time is frowned upon. This might have a lasting effect on their attitude towards sexual intimacy. This requires further investigation.

During exploration of different types of reactions during a breakup and role of attachment style (Davis et al., 2003) it was found that individuals with anxious attachment styles are more likely to experience sexual attraction for their previous partners even after breakup. Also, people who score high on avoidant attachment style have lower sexual experience, arousal and sexual intimacy according to a study done on a sample of women. They preferred sexual behaviors related to casual and emotionless sexual experience and were more likely to indulge in short-term relationships. Whereas people

with anxious attachment style had more negative views of sexual pleasure as they tended to involve themselves in sexual behaviors to please their partners (Birnbaum, 2007). A relationship goes through different stages across time and sexual intimacy varies accordingly. The study discovered how sexual attitude affects choice of relationship but not the other way round.

Relationship between Love Styles and Relationship Satisfaction: Hendrick (1988) while correlating relationship assessment scales with other measures found that Eros and Agape love styles were positively correlated with relationship satisfaction. Ludus was found to be negatively correlated with relationship satisfaction. However, this finding differed in the study by Davis & Latty-Mann in 1987. They found that from Lee's love style, individuals with Eros, Agape as well as Ludus had positive correlation with relationship satisfaction. This finding was also supported by Morrow et al., 1995, who found that Eros, Agape and Ludus were positively correlated with relationship satisfaction. Meeks et al., (1998) found the same relationship for Eros and Agape, but they found that storge was also positively related to relationship satisfaction and negative correlation was found between ludus love style and relationship satisfaction. In the population of Switzerland it was revealed that the two love styles, eros and agape, were more satisfied in a relationship as compared to Ludus love style. (Vedes et al., 2016). Montgomery & Sorell, 1997 found that individuals (married or unmarried, children or without children) who had eros love styles had higher levels of relationship satisfaction.

Relationship between Attachment Styles and Relationship Satisfaction: According to Collins & Read, 1990 individuals who are high on either anxious attachment or avoidant attachment styles have lower levels of relationship satisfaction as compared to individuals with secure attachment styles. This finding, for insecure attachment styles (anxious and avoidant) was also seen in a sample of Americans and Hong Kong Chinese (Ho et al., 2011). There is also evidence that attachment styles are not persistent in an individual. Belsky, J. (1999) found that in their sample, 50% of the respondent's attachment style changed after three months of the test. Taking into account some previous literature that women are more severely impacted by poor relationships, a study conducted particularly on women found that women with high anxious and avoidant attachment styles have low levels of relationship satisfaction (Sisi et al., 2021). The intensity of negative influence on quality of relationship is more of avoidant attachment style than of anxious attachment style in heterosexual couples of Spanish population (González-Ortega et al., 2021). This relationship is also seen in lesbian and gay individuals. A study done on lesbian and gay revealed the similar results that anxious and avoidant attachment style individuals have lower levels of relationship satisfaction and individuals who have secure attachment style have higher levels of satisfaction (Somantico et al., 2020). (Gleeson & Fitzgerald, 2014) found that individuals who were more securely attached had greater levels of relationship satisfaction than insecure attached individuals, more specifically avoidant attachment style individuals. Among the working women in the US (Towler & Stuhlmacher, 2013) it was found that women who scored high on avoidant attachment styles had low relationship satisfaction. However, this relation was non-significant in this study. Another factor that is also related to

attachment and relationship is the duration of the relationship. Hazan & Shaver, 1987 found that individuals who were securely attached in a relationship had a longer duration of relationships as compared to people who were anxiously or avoidantly attached in a relationship.

Relationship satisfaction and sexual styles: Hendrick, (1988) correlated relationship assessment scale with other measures and found that communion sexual style was positively related to relationship satisfaction. A study on a sample of women found the mediating role of sexual satisfaction in relation between anxious attachment style and relationship satisfaction (Birnbaum, 2007). Hendrick and Hendrik in 1995 reported that there is a negative association of instrumentality and Permissiveness with relationship satisfaction; communion attitude was positively associated with relationship satisfaction. However, Fletcher and Kininmonth in 1992 did research which concluded that the belief of people about the importance of sex is not related to relationship satisfaction.

METHODOLOGY

Research Question

- What is the impact of love style, sexual style and attachment style on relationship satisfaction?
- What is the relationship between love style, sexual style and attachment style?
- Does Love styles, Sexual Styles and Attachment Styles vary across the demography?

Aim- To examine the impact of love style, sexual style and attachment styles on relationship satisfaction.

Hypothesis

- HO1 : There is no significant variance in relationship satisfaction across the attachment styles.
- HO2 : There is no significant association between lovestyles and relationship satisfaction.
 - HO2.1 : There is no significant association between Eros love style and relationship satisfaction.
 - HO2.2 : There is no significant association between Ludus' love style and relationship satisfaction.
 - HO2.3 : There is no significant association between Storge love style and relationship satisfaction.
 - HO2.4 : There is no significant association between Pragma love style and relationship satisfaction.
 - HO2.5 : There is no significant association between Mania love style and relationship satisfaction
 - HO2.6 : There is no significant association between Agape love style and relationship satisfaction
- HO3 : There is no significant association between sexual styles and relationship satisfaction
 - HO3.1 : There is no Significant association between Permissiveness and Relationship satisfaction

- HO3.2 : There is no Significant association between Sexual Practice and Relationship satisfaction
- HO3.3 : There is no Significant association between Communion and Relationship satisfaction
- HO3.4 : There is no Significant association between Instrumentality and Relationship satisfaction
- HO4 : There will be no significant relationship between attachment styles and love style
- HO5 : There will be no significant relationship between attachment style and sexual style
- HO6 : There will be no significant relationship between love style and sexual style
- HO7 : Love style, sexual style and attachment style will not be related to the type of relationship of the individual
- HO8 : The duration of the relationship will have no impact on the love style, sexual style and attachment style

Variables

Independent Variables

- Attitude towards Love styles
- Attitude towards Sexual styles
- Attachment styles

Dependent Variables

- Relationship Satisfaction

Operational definitions

Love styles: The love styles are defined in the present study as the composite score on each of the dimensions (Eros, Ludus, Storge, Pragma, Agape and Mania). A high score on Eros is indicative of a love style in which the individual is fully committed in their relationship and has an intense emotional and physical attraction. A high score on ludus indicates a love style in which the individual is least involved in the relationship, there is no sense of commitment and they may have affairs outside the relationship as well. A high score on storge show that the love is developed out of a friendship over time. Pragma love style individuals look for the partner which is most suitable for them in terms of their similarities and for becoming a good life partner. Mania love style individuals are most emotionally involved in a relationship and are mostly in a state of insecurity. Lastly the individuals who score high on agape have a love style that indicates giving and sacrificing nature towards their partner.

Sexual styles- Sexual styles in this study are defined as the composite scores on each dimension of sexual styles (permissiveness, sexual practices, communion and instrumentality). An individual with a high score on permissiveness has a casual attitude towards sex. High score on sexual practices denotes an attitude which is responsible for their sexual practices. High scores on communion indicates a sexual style which highly regards the sexual practice in their relationship. Lastly, individuals with a high score on instrumentality view sex as a natural and biological process.

Adult attachment styles: This style has emerged out of primary attachment style that a child has with their caregiver, this style then turns for their romantic partners as the individual grows older. A high scorer on secure attachment style are the individuals who are supportive of their romantic partners and have trust in them. The high score on avoidant style indicates a relationship which involves jealousy and fear of intimacy. High scores on anxious attachment style are indicative of an attachment style that is filled with obsessions and emotional extremes.

Relationship satisfaction: In this study the relationship satisfaction is defined as the overall satisfaction an individual has with their romantic partner and with their romantic relationship. The tool includes items that revolve around needs, expectations, and love towards the partner.

Tools

Love attitude scale: This was developed by Clyde Hendrick and Susan Hendrick in 1986 to measure the six love styles proposed by Lee in 1973. The six types are Eros, Ludus, Storge, Pragma, Mania and Agape. The shorter version of this test has stronger psychometric properties (Hendrick et al., 1998). The reliability of this scale suggested that alpha coefficients varied from 0.68 for storge to 0.83 for agape. The test retest reliability yielded coefficients of 0.70 and above for all scales (Hendrick & Hendrick, 1986).

Brief sexual attitude scale: This has good internal consistency ranging from 0.71 to 0.93 and has reliability coefficients- for permissiveness is 0.93 for birth control is 0.84, for communion is 0.71 and for instrumentality is 0.77 (Hendrick et al., 2006). The alphas were 0.94 for permissiveness, 0.88 for birth control, 0.73 for communion and 0.77 for instrumentality. Inter-sub- scale correlations were 0.20 or less for all except for permissiveness with instrumentality (0.40). The test retest correlations were- permissiveness- 0.92, birth control- 0.57, Communion-0.86 and for instrumentality- 0.75. Overall, the 23 item version of this scale had better psychometric properties than the 43 item sexual attitude scale (Hendrick et al., 2006).

Adult Attachment Style Scale (18 item version): The internal consistency showed that the Cronbach's alpha for Depend was 0.75, for Anxiety it was 0.72 and for Close it was 0.69. In the interfactor correlation, moderate correlations were found between Close and Depend ($r= 0.38$). The correlations between Anxiety and Close ($r= -0.08$), and Anxiety and Depend ($r=-0.24$) were weak. The retest reliability was 0.68 for Close subscale, 0.71 for Depend scale and 0.52 for Anxiety (Collins & Read, 1990).

Relationship Assessment Scale (7 item version): The item-total correlations for RAS scale are moderate, the correlations vary from 0.573 to 0.760. This scale is positively related to Eros and Agape, negatively related to Ludus from the love attitude scale. The scale is also related to the sexual attitude scale, showing that it is positively related to Communion attitude. (Hendrick, 1988)

Design: Analytical and correlational study with ex-post facto design. The variables chosen for this study include certain attitudes and different styles which are already embedded in an individual. An attempt is made to find out the variance in

relationship satisfaction due to different love styles, attachment styles and sexual styles. The study will also explore correlation between the independent variables.

Sampling: Non- probability convenience and purposive sampling was used in this study. Total subjects in the sample were N=141, with Male (N= 37) and female (N= 104). The average age of the sample was 24.06 years with the highest and lowest as 54 years and 18 years respectively. One short (general health questionnaire- WHO) GHQ-12 was used to screen for any chronic physical and psychological illnesses. The data was collected via online questionnaires. The sample chosen for this study were individuals above the age of 18 years who are in a relationship currently and had good comprehension of English language. Individuals having a chronic physical and psychological illness or illiterate individuals were excluded from the study. The population that is below the age of 18 years and who are not in a relationship were not included.

●**Inclusion criteria-** individuals above the age of 18 years who are in a relationship currently with the duration of more than 3 months are included in the study.

●**Exclusion criteria-** individuals below the age of 18 years are not included in the study. Individuals who are not in a relationship or who are in a relationship for a duration of less than 3 months are excluded from the study.

RESULTS AND DISCUSSION

Table 1. Distribution of the Sample

Gender	Male	Female	Total
No. of Participants	37	104	141

Table 1.2. Type of relationship

Type of Relationship	Serious Dating	Casual Dating/ No Strings Attached	Cohabiting/ Live-in Relationship	Engaged / Plan to get Married	Married
No. of Participants	95	10	6	10	20

Table 2.1. Effect of Attachment styles on Relationship Satisfaction

Attachment style and Relationship Satisfaction	Significance	Hypothesis
	0.272	HO1 is accepted

Table 2.2. Correlation between Love styles and Relationship Satisfaction

	Relationship Satisfaction (r)	Significance (P)	Decision
Eros	-0.439**	0.000	HO2.1- Rejected
Ludus	0.338**	0.000	HO2.2- Rejected
Storge	0.070	0.409	HO2.3- Accepted
Pragma	0.119	0.161	HO2.4- Accepted
Mania	0.142	0.095	HO2.5- Accepted
Agape	-0.086	0.321	HO2.6- Accepted

Table 2.3. Correlation between Sexual styles and Relationship Satisfaction

	Relationship Satisfaction (r)	Significance (P)	Decision
Permissiveness	-0.081	0.339	HO3.1- Accepted
Sexual Practice	0.059	0.485	HO3.2- Accepted
Communion	0.186*	0.027	HO3.3- Rejected
Instrumentality	-0.095	0.261	HO3.4- Accepted

Table 2.4. Mean for Love Styles (Mania) across Attachment Styles

Attachment Styles	Mean for Love Styles
Secure Attachment Style	22.15
Anxious Attachment Style	19.37
Avoidant Attachment Style	23.15

Table 2.5: Correlation between Sexual Styles and Love Styles

	Permissiveness	Sexual Practice	Communion	Instrumentality
Eros	0.122	-0.071	-0.304**	-0.073
Ludus	-0.261	0.127	-0.022	-0.109
Storge	-0.033	0.174*	0.040	-0.007
Pragma	0.123	-0.046	-0.020	-0.073
Mania	0.138	-0.014	-0.105	-0.014
Agape	0.130	0.007	-0.231**	0.079

Table 2.6. Mean for types of relationship with Love Styles (Eros)

Type of Relationship	Mean for Love Styles (Eros)
Casual Dating/ Friends with Benefits	18.20
Serious Dating	13.55
Cohabiting/ Live-in Relationship	13.50
Engaged/ Plan to get Married	11.70
Married	12.30

The objective of this study was to determine if the three independent variables, Love Styles, Sexual Styles and Attachment Styles have any impact on the dependent variable, Relationship Satisfaction. The scales used to measure these were- Love attitude scale, Brief sexual attitude scale, adult attachment style scale and relationship assessment scale. This was an analytical and correlational study with ex- post facto design. There were a total 18 hypotheses including the sub-hypotheses. Table 1 describes the sample that is chosen from the population for this study. Table 1.1 distinguishes between the two genders of the sample. There are 37 males and 104 females. Table 1.2 shows the type of relationship that the sample had, serious dating (N=95), Casual dating/ No strings attached (N=10), Cohabiting/ Live-in Relationship (N=6), Engaged/ Plan to get married (N=10) and Married (N=20).

Decision for HO1: The HO1 stated that there is no significant variance in relationship satisfaction across attachment styles. To measure this, one- way ANOVA was done which resulted in the relationship satisfaction not varying across different attachment styles. The null hypothesis HO1 was retained (Table 2.1). As evidenced by Belsky, J. (1999) the attachment styles are not persistent in an individual and keep changing, so there is a possibility that if this test is done again after a period of time, the results may change.

Decision for HO2: The second hypothesis stated that there will be no significant association between love styles and relationship satisfaction. To measure if the different love styles have any impact on the relationship satisfaction of the sample, a correlational analysis was done (Table 2.2). The correlational analysis between the six love styles and the relationship satisfaction showed that there is a negative correlation between eros ($r=-0.439^{**}$) and relationship satisfaction (HO2.1= Rejected). There was a positive correlation between Ludus ($r=0.338^{**}$) and relationship satisfaction (HO2.2= Rejected), whereas, other love styles (Storge, Mania, Agape and Pragma) were found to be not correlated with relationship satisfaction (HO2.3, HO2.4, HO2.5, HO2.6= Accepted). The finding of correlation of

ludus with relationship satisfaction is consistent with the finding by Davis & Latty-Mann (1987) and Morrow et al., (1995). They also found that individuals with Ludus love style have positive correlation with relationship satisfaction. The reason for this result for this specific population may be that the subjects chosen for this study are maximum young adults (Mean age= 24.06 years), so there may be a generational change in the result of this study. People who have eros love style, meaning individuals with intense emotional attachment with their partners are less satisfied with their relationship. In the present sample the lack of commitment is associated with more relationship satisfaction as depicted by the positive correlation of Ludus with relationship satisfaction. However the study contradicts the findings of Hendrick (1988), Meeks et al. (1998) and Vedes et al. (2016). As mentioned in the literature review, the changes in the societal structure may impact the findings of this relationship. For the Indian population, the current sample showed contradictory results.

Decision for HO3: The third hypothesis stated that there is no significant correlation between sexual styles and relationship satisfaction. For this again correlational analysis was done (Table 2.3). The results showed that permissiveness ($r=-0.081$), birth control ($r=0.059$) and instrumentality ($r=-0.095$) was not correlated with relationship satisfaction (HO3.1, HO3.2 and HO3.4 are accepted). Only communion was significantly correlated with relationship satisfaction ($r=0.186^*$, HO3.3 is rejected), however, the relationship is very weak to predict any direction. So none of the sexual attitudes for this sample can predict relationship satisfaction. This similar result was also found in the study by Hendrick (1998) where they correlated relationship assessment scales with other measures, including the sexual attitude scale. They found that only communion sexual style was positively correlated with relationship satisfaction. Hendrick and Hendrick (1995) in another study again reported that communion is positively correlated with relationship satisfaction. The sexual style communion views sex as “peak experience”, so for the current sample the analysis shows that the more sex results in greater satisfaction among them. For this sample sex is becoming a primary way of understanding relationship satisfaction. It shows us the current trend that the individuals who have more sexual intercourse in their relationship are more satisfied with their relationship.

Decision for HO4: Hypothesis 4 stated that there will be no significant relationship between attachment styles and love styles. MANOVA was done to measure this relationship. The results showed that attachment style only has effect on mania love style and not on any other love styles. Then further analysis revealed that there was a significant difference in the comparisons of secure and anxious (0.032), there was no significant difference between secure and avoidant. The significant difference was also found in anxious and avoidant attachment styles (0.004). The finding is inconsistent with the findings in previous literature, as the previous literature suggests that the love styles Eros and Ludus are correlated with adult attachment styles but in this study mania has been found to be related with adult attachment style.

Decision for HO5: Hypothesis 5 stated that there will be no significant relationship between attachment styles and sexual styles. The multivariate analysis revealed that attachment styles do not have any effect on the sexual styles.

Hence here the Null Hypothesis 5 is accepted. The review of literature did provide enough evidence for this relationship, however, as expected, for the Indian population the sexual experiences are considered as a taboo by some people. Also, it was seen that in some sense the type of sexual experiences is determining the attachment style of the individual (Birnbau, 2007), in the Indian context it can be said that the attachment style comes before the sexual experience. The type of attachment may determine the sexual style, however it was not found in this population.

Decision for HO6: Hypothesis 6 stated that there will be no significant correlation between love styles and sexual styles. The correlational analysis shows that Permissiveness has high negative correlation with Ludus ($r=-0.261^{**}$), permissiveness is not correlated with Eros ($r=0.122$), Storge ($r=-0.033$), Pragma ($r=0.123$), Mania ($r=0.138$) and Agape ($r=0.130$). Sexual practice has positive significant correlation with storge ($r=0.174^*$) but the correlation was weak, sexual practice is not correlated with Eros ($r=-0.071$), Ludus ($r=0.127$), Pragma ($r=-0.046$), Mania ($r=-0.014$) and Agape ($r=0.007$).

The communion sexual style had high negative correlation with Eros ($r=-0.304^{**}$) and with Agape ($r=-0.231^{**}$). The communion did not have any correlation with Ludus ($r=-0.022$), Storge ($r=0.040$), Pragma ($r=-0.020$) and with Mania ($r=-0.105$). Lastly, sexual style instrumentality did not correlate with any of the love styles, Eros ($r=-0.073$), Ludus ($r=-0.109$), Storge ($r=-0.007$), Pragma ($r=-0.073$), Mania ($r=-0.014$) and Agape ($r=0.079$) (Table 2.4). So the Null Hypothesis 6 is rejected as there is significant correlation between love styles and sexual styles. High correlation of communion with eros suggests that people with Eros love styles have an attitude where they consider sex as a very important factor as a means of merging with their partners. This is similar to what Hendrick and Hendrick (1992) suggested when they found the elements of sexual intimacy in the different love styles. Just the communion sexual attitude individuals, the Eros attitude individual also views sexual intercourse to be a strong physical component in their relationship. But, it is contradictory to the findings of agape love styles. Individuals with agape love styles are not very much concerned with sex in their relationship (Harvey et al., 2004), but in this study the individuals with agape love styles have communion sexual styles. Meaning that in the present sample the agape love style individuals are very much concerned about sexual relationships with their partners. The literature did not provide enough evidence for the relationship between love styles and sexual styles. Hence, this analysis helped in providing a better direction to this relationship by specifying which love styles are correlated with which sexual styles.

Decision for HO7: Hypothesis 7 states that the Love Styles, Sexual Styles and Attachment Styles will not be related to the type of relationship of the individual. The types of relationships taken for this study are Serious Dating, Casual Dating/No Strings Attached, Cohabiting/ Live-in Relationship, Engaged/Plan to get married and Married couples. The sample for all of these types are indicated in Table 1.2. The Pillai's Trace indicated ($p=0.025$) that the type of relationship is significantly affecting the love styles only and not affecting the sexual styles. The type of relationship is having an effect on Eros ($p=0.011$) specifically and not on

any other love styles. So the Null Hypothesis 7 is getting rejected as the relationship types have a significant effect on Eros. Meaning the love style Eros is significantly varying across different relationship types. The maximum mean for Eros was found in Casual Dating/Friends with benefits type (18.20), then for Serious Dating type and Cohabiting/ Live-in couples the mean was similar, 13.55 and 13.50 respectively. For Married it was 12.30 and for Engaged/ Plan to get married it was lowest (11.70) (Table 2.5). For attachment styles it was found that attachment styles and relationships are also not related.

Decision for HO8: Hypothesis 8 stated that the duration of the relationship will not have any impact on the love styles, sexual styles and attachment styles. The analysis revealed that the duration of the relationship does not have any significant impact on the love styles, sexual styles and attachment styles of the sample. Hence here the null hypothesis is getting accepted. This finding contradicts the results of Birnbaum (2007), as they found that there is a relationship between attachment styles and duration of relationship.

SUMMARY AND CONCLUSION

In this study an attempt is made to find out the impact of love styles, sexual styles and attachment styles with relationship satisfaction. This study also explores the impact of other variables like duration of the relationship and type of relationship. The findings reveal that the adult attachment styles do not have an impact on relationship satisfaction. The relationship satisfaction varies across different love styles, as Eros was found to be negatively correlated with relationship satisfaction and Ludus was found to be positively correlated with relationship satisfaction. Other love styles (Storge, Pragma, Agape and Mania) did not have any impact on relationship satisfaction. For the sexual styles only communion had a weak but significant positive correlation with relationship satisfaction. Other sexual styles (Permissiveness, Sexual practices and instrumentality) did not have any impact on the relationship satisfaction. The relationship between the three independent variables were also explored. This revealed that different attachment styles vary across people with mania love style. Permissiveness sexual style was negatively correlated with ludus love style, sexual practice had a weak positive correlation with Storge love styles, communion had high negative correlation with Eros and Agape, and instrumentality did not correlate with any of the love styles. The type of the relationship only had an impact on eros love style. Lastly, the duration did not impact any of the variables.

Previous literature has suggested that attachment styles impact the various factors related to sexual intercourse in a relationship. Like sexual satisfaction (Mark et al. in 2018), sexual exploration (Feeney & Noller, 2004), number of sexual partners and birth control practice like using a condom (Bogaert & Sadava, 2002). Since there was no relationship found between attachment styles and sexual styles in the current study, another factor related to sexual styles can be used in future study to find out about this relationship. The studies on the love styles had been done in the 20th century and the current study is being done in the 21st century so there may be generational differences and the dynamics of

the relationships may have also been changed. The cultural difference may have also had an impact as the previous studies are all from various countries except for India. The current sample was only of Indian residents so it is different from the population of the previous researchers. The population for this study was the maximum of young adults (Mean age= 24.06 years) which may have been the reason for contradictory results in the love styles. More studies on Indian culture can be focused to see the impact of these variables on relationship satisfaction. The current results show the importance of varied aspects in a relationship for the Indian population, it depicts how relationship satisfaction is influenced by different cultures. All these factors can be used to do future research on a bigger and more diverse population. Future studies can also focus on how the different types of sexual and love styles emerge and what factors lead to people adopting these attitudes.

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