

THE NECESSITY OF PSYCHOHYGIENE IN THE WORK OF TRADERS

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Abstract: *The rapid economic growth of many companies brings with it the need to pay more attention to issues of management and leadership of people in the conditions of a centralized model of economic management, as well as mental readiness for work and social position in business. Mental balance is one of the most important mental equipment of traders in personal and professional life. Therefore, in the article we assess the necessity of psychohygiene in the work of traders. Its role is to support and create favorable psychological conditions. The aim of the research is to determine the existence of statistically significant differences in the assessment of the attributes of psychohygiene between customers and traders. The research sample, out of the total number of 177 respondents, consists of 125 (70.6%) women and 52 (29.4%) men aged 18 - 70 years, while the average age is 41.08 years, the standard deviation is 7.913 years. Of the total number of respondents, 97 (54.8%) were traders and 80 (45.2%) were customers. The length of the respondents' internship ranged from 1 to 40 years (average 17.25 years, standard deviation 8.679 years). The research results were processed in statistical program IBM SPSS Statistics 22.00 and assessed by t- test for two independent samples. The authors focused on mental health care, proper lifestyle, stressors, work environment and time management.*

Keywords: *Attributes, Psychohygiene, Traders.*

INTRODUCTION

The term psychohygiene is the equivalent of the terms mental, psychological and mental hygiene. It is a system of scientifically elaborated rules and councils used to maintain, deepen or regain mental health, mental balance (Míček, 1986). It has very close relations to psychotherapy (Ďurdiak, 2001). According to Szarková (2016), psychohygiene is a department of work psychology, which studies the possibilities and ways of adjustment or changes in living (thus also working) conditions of a person in relation to the creation and stabilization of his positive feelings and positive philosophy of life. Bedrnová et al. (2009; 2012) argues that it is an interdisciplinary subject covering the practical issues of our lives with a focus on maintaining physical and mental health, despite the adverse effects of many stimuli and situations. It is such an adjustment of a person's living conditions that would evoke in him a feeling of satisfaction, personal happiness, physical and mental fitness and performance (Bartko, 1990).

Mental hygiene focuses on the possibilities of self-regulation of the individual, acting on oneself and on the active transformation of one's environment (the focus is on self-education, mental regulation, hygiene of thinking, ideas, attention, etc.). It deals with the problems of

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adaptation and mild cases of human maladaptation, i.e. mild mental disorders. It focuses mainly on prevention, dealing with the issue of strengthening mental health (Míček, 1986). Psychohygiene seeks to examine and ensure optimal mental health conditions and prevent the development of mental disorders (Kondáš, 1985).

Mental health is a desirable condition that results from conscious or unconscious adherence to the principles of psychohygiene (Ďurdiak, 2001). It is a state in which all mental processes take place optimally, correctly reflect the external reality, while the appropriate solution of tasks is accompanied by a feeling of satisfaction (Kondáš, 1985). A person is mentally healthy if he is reasonably satisfied with himself if he has good relations with others, and if he is able to solve the everyday problems that life brings (Melgosa, 1998).

RESEARCH PROBLEM

At present, the business environment is increasingly convinced that the application of psychological sciences is not only beneficial for its development and comprehensive profit, but also increasingly necessary, both in terms of meeting economic and marketing goals. Traders are required to synergistically combine theoretical and practical knowledge and experience of applied psychological disciplines with theoretical knowledge and approaches to the theory of economics and marketing (Szarková, 2016). The author states that psychohygiene is a field of work psychology that studies the possibilities and ways of adjustment, living and working conditions of an individual, which are related to the creation and stabilization of one's positive feelings and positive philosophy of life. It focuses on identifying those factors that condition or influence the state of mental health in traders, which is given by a set of the following feelings. They are a feeling of satisfaction, a feeling of usefulness, a feeling of success, a feeling of mental and physical fitness, a feeling of personal happiness, a feeling of inner harmony. The degree of satisfaction of coping with the stress elements of work is an important component of overall life satisfaction (Kollárik, 2011).

Fatigue is a natural consequence of every job. It arises as a result of effort and is one of the main factors that affect the performance of traders. It manifests itself in mental and physiological changes in the sensory, emotional, mental, motor and mental processes. Depending on which functions or organs it affects, we distinguish between muscle, sensory, nervous and mental fatigue (Provazník et al., 2002). Feeling tired is subjective and has a protective function because it allows a person to register the symptoms of simple acute fatigue, which can develop into chronic fatigue.

Maladaptive mental states (mental stress, stress and frustration) arise in trade as a result of external and internal conflict situations, which the trader feels as unmanageable. They are the result of a disruption of one's adaptive abilities and a signal of a disturbance of one's mental balance. They can influence him negatively or positively, and it depends on his mental state, mental resistance to stress, temperament and personality, assertive and self-assertive abilities, and one's life philosophy or positive thinking. They can be managed by will mechanisms, autoregulatory personality system and autosuggestion, without drug treatment (Szarková, 2018). One of the possibilities of coping is psychohygiene as a guide, which needs not only to know, but also to respect and not separate theory from practice (Míček, 1986). It is needed and touches on many aspects of the trader's daily life. It is enough to follow psychohygienic principles and invest in reason and better interpersonal relationships (Bartko, 1990).

METHODS AND DATA ANALYSIS

The aim of the research is to identify statistically significant differences in the assessment of psychohygiene attributes in business. We focused on mental health care, proper lifestyle, stressors, work environment and time management. Based on the stated goal of the research, we set the hypothesis: "We assume that there are statistically significant differences in the assessment of selected attributes of psychohygiene between traders and customers."

In order to collect data and information, we opted for a questionnaire focused on psychohygiene. It pays attention to attributes such as lifestyle, relaxation, rest, time management and work environment. It contains 20 items focused on psychohygiene, for which the respondents express the degree of their consent, resp. disagreement on a 7-point scale (1 - strongly disagree, 7 - strongly agree).

The information obtained from the respondents was processed and analyzed at the level of descriptive statistics (frequency of occurrence, arithmetic mean, standard deviation) and inductive statistics (difference analysis: t-test for two independent samples) in the statistical program IBM SPSS Statistics 22.00.

The research sample, out of the total number of 177 respondents, consists of 125 (70.6%) women and 52 (29.4%) men aged 18 - 70 years, while the average age is 41.08 years, the standard deviation is 7.913 years. Of the total number of respondents, 97 (54.8%) were merchants and 80 (45.2%) were customers. The length of the respondents' internship ranged from 1 to 40 years (average 17.25 years, standard deviation 8.679 years).

RESULTS AND DISCUSSION

In order to verify the established hypothesis, we performed statistical analyzes in the statistical program SPSS22. We focused on identifying statistically significant differences in the assessment of psychohygiene attributes in business. The results of the analysis to verify the hypothesis: "We assume that there are statistically significant differences in the assessment of selected attributes of psychohygiene between traders and customers" is described in Table 1.

Table 1. Analysis of Differences in Selected Attributes of Psychohygiene in Business

Psychohygiene	Position in organisation	Average	Test criterion t	Significance
I am interested in mental health care.	trader	5.81	1.902	.040
	customer	5.03		
In business, it is important to regularly observe psychohygiene.	trader	6.04	2.144	.033
	customer	5.31		
I often feel that I am in a time crunch, I lack time management.	trader	5.96	1.909	.028
	customer	4.30		
I often do not follow a proper lifestyle during work.	trader	5.29	4.061	.000
	customer	4.25		
I also deal with my work duties outside of working hours and premises.	trader	5.06	3.841	.000
	customer	3.89		
I have the opportunity to adjust my work environment so that I feel good in it.	trader	5.66	2.301	.023
	customer	4.41		

Source: Own processing

The results of our research also tell us that the job of a salesperson is not only a job, but also a mission. We found statistically significant differences between traders and customers, where

traders scored higher in selected attributes of psychohygiene (mental health care, proper lifestyle, work responsibilities, environment and time management).

We found that salespeople pay attention to their work duties also outside working hours and outside working spaces more often, as they scored higher in these attributes compared to the addressed customers. Based on the results presented above, we can say that traders are more interested in the issue of psychohygiene, despite the fact that they admitted that they often do not follow a proper lifestyle during their work. They were also much more inclined to agree with the possibility that they could adjust their work environment to feel good in it. They often feel a time constraint in their work and are therefore more aware of the importance of regular psychohygiene and mental health care.

Based on the above analyzes, we can state that the hypothesis: "We assume that there are statistically significant differences in the assessment of selected attributes of psychohygiene between traders and customers" was confirmed.

As part of identifying statistically significant differences in the examined aspects, we recorded several statistically significant differences, with traders always scoring higher. They also take care of their work responsibilities outside working hours and outside working spaces, adjusting their work environment so that they feel good in it. However, they often feel a time constraint in their work and are therefore more aware of the importance of regular observance of psychohygiene.

CONCLUSION

Traders are faced with complex tasks and are required to solve complex issues, so the right mental balance is one of the basic elements for achieving a successful business result. It is therefore necessary to integrate psychohygiene into their work and personal life and at the same time to increase interest in it. Various professional magazines for traders, various professional studies that are available on the Internet, or educational programs are also beneficial sources.

There are many companies that provide personnel and psychological counseling services in the form of business-oriented seminars, education and training courses. Since theoretical education and possible training in teaching is not enough, it is necessary to apply the acquired knowledge directly into practice as soon as possible and to create suitable conditions for this. In larger and financially stronger companies, there are opportunities to use the results of analyzes found by external consulting firms and to have psycho-hygienic principles and good habits developed and implemented into the work regime.

After acquiring theoretical and practical skills in this area, it is important to return to the beginning, to the family, and to transfer new good habits to it, which would become the right stereotype, the starting point for the future and serve to set the right priorities in life (Freidl , 2004; Holdau, 1999; Rantanen, et al., 2004; Rothmann, Rothmann, 2006; Ryff, 1989; Smith, 2008).

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