



Social Well-Being of Trading Leaders – Dimension Assessment

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Received: November 11, 2021
Accepted: November 27, 2021
Published: April 12, 2022

Keywords:

Well-Being;
Trader;
Customer;
Dimensions;
Keyes



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Abstract: *Currently in the field of management and psychology, when the economic growth changes rapidly, work in trade is becoming more and more challenging and places demands on trading leaders to synergistically combine the theoretical and practical knowledge and experience in the aforementioned field. The feeling of personal well-being comprises life satisfaction, positive emotions and happiness. It is closely associated with the fact that an individual feels healthy, educated, with high self-esteem and work ethic. Therefore, the paper aims to assess the necessity of social well-being in the work of trading leaders. The main research objective is to determine the existence of statistically significant differences in the assessment of the dimensions of social well-being between customers and trading leaders. The focus is on the following dimensions of social well-being by Keyes and Lopez (2002): Social integration, Social acceptance, Social contribution, Social actualization, and Social coherence. Based on statistical analyses in the statistical software SPSS22, statistically significant differences in assessing the dimensions of social well-being in trade between customers and trading leaders were identified. It can be concluded that trading leaders perceive social well-being more intensely and are more aware of its necessity than customers, which may represent a possible suggestion for deeper research into this current topic.*

1. INTRODUCTION

Well-being represents a holistic assessment of the quality of life of the individual as a whole; it means a long-term emotional state in which the emphasis is placed on the individual's satisfaction with his life (Šolcová & Kebza, 2004). It is understood and measured through several components, namely the cognitive (life satisfaction, moral principles, morality), emotional (positive and negative emotions), social and cultural one (social relationships, independence, spirituality).

Personal well-being has a long-term nature and is determined by current experiences and moods along with personal settings. It is therefore stable over time and manifests itself in consistency in different situations. It is characterized by a high level of positive emotions and a low level of negative emotions (Kebza & Šolcová, 2003). Křivohlavý (2004) views personal well-being through the psychological dimension, which is reflected in self-acceptance, personal growth, the meaning of life of autonomy and relationships with other people, as well as through the social dimension, which represents satisfaction in social interactions such as social acceptance, participation in social life, social cohesion and interactions.

Slezáčková (2012) states that the core of life satisfaction is not only the feeling of happiness but above all satisfaction with life in the broadest sense of the word, which we understand as

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personal (subjective) well-being, satisfaction, happiness and psychological wealth. According to Ryan and Deci (2001), we recognize two main theoretical approaches in personal well-being research – the hedonic and the eudaimonian one, which are based on different views of human society and human nature.

According to Diener (1984), the first two components of personal well-being are the number of positive and negative emotions. The cognitive component of personal well-being is life satisfaction, which focuses on the evaluation of the life of the individual as a whole (Eid & Larsen, 2008). The theory of personal well-being in accordance with Diener (1984) also has a fourth component, and that is satisfaction with important areas of life such as health, leisure, etc.

$$\textit{Personal well-being} = \text{positive emotions} - \text{negative emotions} + \text{life satisfaction} \\ + \text{satisfaction with important areas of life}$$

Ryff (1989; 2014) defined a six-component model of mental well-being that focuses on happiness as an appropriate way of life. She labeled these components or facets as follows: Self-acceptance, Positive relations with others, Autonomy, Environmental mastery, Purpose in life, and Personal growth. One perceives their personal well-being as long as scoring high in all six dimensions. Keyes (2002) defined three factors that speak of the presence of mental health, namely emotional well-being, which is characterized by the predominance of positive emotions in a person's life, psychological well-being, and social well-being, which is composed of five factors (Keyes & Lopez, 2002) – Social coherence, Social acceptance, Social actualization, Social contribution, and Social integration. These factors will be examined in the following contribution in the context of perception of social well-being in trade, particularly among customers (as defined in Koval'ová et al., 2019) and leaders of trade who continually experience pressure and need to find a way to cope with demanding business situations.

2. RESEARCH PROBLEM

The objective of the presented research is to determine the existence of statistically significant differences in the assessment of the dimensions of social well-being between customers and trading leaders as defined by Keyes and Lopez (2002), i.e. Social coherence, Social acceptance, Social actualization, Social contribution, and Social integration. Based on the stated research objective we formulated the following hypothesis: "There are statistically significant differences in the assessment of the selected dimensions of social well-being between customers and trading leaders."

3. LITERATURE REVIEW OF WELL-BEING IN TRADE

Achieving personal well-being depends not only on emotional and mental well-being but also on broader social and interpersonal relationships, which is important in business. It should be noted that broader groups are also a source of personal well-being, as a sense of belonging to other people will determine and promote personal well-being, as this is a basic human need (Ryan & Deci, 2001). When relationships in business are unsatisfactory and broken, they tend to bring personal discomfort (Dolan, Peasgood & White, 2008). Well-being in business is also determined by socially positive functioning (ref. five dimensions of social well-being by Keyes & Lopez, 2002):

- ***Social integration in trade:*** It represents a feeling of belonging and integration into the community, which becomes a source of support and satisfaction for a person. It is an evaluation of relations with society and the community or the social environment (Gintis & Helbing, 2015). Marketers have a basic need to identify with others and live and act as part of a group (Harari et al., 2014). To achieve personal well-being, they must feel that they belong to the society and community in which they live.
- ***Social acceptance in trade:*** It is based on trust and faith in positive attitudes towards others, in the ability to believe that other people are kind and friendly. Trading leaders who achieve a high score in social acceptance have a positive view of human nature and feel comfortable in the company of others.
- ***Social contribution in trade:*** It is a very important part of social well-being in business, as it is based on the awareness that the trading leader is beneficial and important to society and their contribution is positively perceived and evaluated by society.
- ***Social actualization in trade:*** It is based on the premise that the world is an even better place for a trader's life, and that society has a positive direction. Socially healthy trading leaders are able to recognize and find potential in the society and their outlook on conditions and the future is optimistic.
- ***Social coherence in trade:*** It is based on a logical, understandable and predictable perception of the social world and is accompanied by the trading leader's interest in society and the community. This theory has been researched through two studies, both of which supported a five-dimensional structure of social well-being.

Personal well-being in trade is largely determined by interpersonal factors, which are very important for the existence of the trading leaders and thus contribute to the completion of their personal well-being. To their personal satisfaction, they need to be satisfied not only with themselves but also with the world around them.

4. RESEARCH METHODS

For the purpose of data collection, we distributed a questionnaire aimed at assessing the dimensions of social well-being as defined by Keyes and Lopez (2002): Social integration, Social acceptance, Social contribution, Social actualization, and Social coherence. We measured social well-being using a questionnaire compiled from the items used by Keyes (1998) in his study to validate the theory of social well-being. The questionnaire consists of 15 items, with which the respondents express the degree of their agreement or 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 software IBM SPSS Statistics 22.00.

The research sample consisted of a total number of 177 respondents, of which 125 (70.6%) were women and 52 (29.4%) were men aged from 18 to 70 years ($M = 41.08$ years, $SD = 7.913$ years). Of the total number of respondents, 97 (54.8%) were trading leaders and 80 (45.2%) were customers. The length of the respondents' internship ranged from 1 to 40 years ($M = 17.25$ years, $SD = 8.679$ years).

5. DATA ANALYSIS AND RESULTS

In order to verify the established hypothesis, we performed statistical analyses in the statistical software SPSS22, focusing on the identification of the statistically significant differences in assessing the dimensions of social well-being in trade. The results of the analysis aimed at verification of the hypothesis (“There are statistically significant differences in the assessment of the selected dimensions of social well-being between customers and trading leaders.”) are presented in Table 1.

Table 1. Analysis of differences in the selected dimensions of social well-being in trade

Well-being	Position	M	t	p
Social integration	trading leader	5.365	.805	.422
	customer	4.913		
Social acceptance	trading leader	4.864	1.367	.173
	customer	4.350		
Social contribution	<i>trading leader</i>	5.643	3.020	.003
	customer	5.021		
Social actualization	trading leader	4.832	1.605	.110
	customer	4.267		
Social coherence	<i>trading leader</i>	4.932	2.166	.012
	customer	4.242		

Source: own processing

Based on the results shown in Table 1, it can be concluded that the traders scored higher in all the selected dimensions of social well-being than customers. We recorded statistically significant differences in the assessment of the selected dimensions of social well-being in trade only in the dimension of Social contribution and in the dimension of Social coherence.

It means that the trading leaders identify themselves more with the idea that they can provide the world with something valuable, and that their daily activities are important not only for themselves but also for the community in which they live and operate. Due to the fact that the trading leaders also scored higher in the Social Coherence dimension than the customers, it can be claimed that they find it easier to predict what will happen next in the trade, they can better understand what will happen in the world and they are more convinced that the world around them is not difficult for them. Based on these findings, it is clear that the trading leaders perceive social well-being more intensely and are more aware of its necessity.

Based on the analyses of the existence of statistically significant differences presented above, we can conclude that the *hypothesis* “There are statistically significant differences in the assessment of the selected dimensions of social well-being between customers and trading leaders.” was *supported*.

6. CONCLUSION

Integration of the individual into society, by which we mean the closest relationships, the community, as well as the broad societal or global integration, is a very important part of every individual’s life. Social well-being is also related to the awareness that society is moving in a positive direction, it can be well-oriented, people are friendly and cooperative, as well as awareness of their own participation in social events is an integral part of well-lived life, satisfaction and well-being (Birknerová & Vávrová et al., 2013).

As part of the detection of statistically significant differences in the examined aspects, we recorded several statistically significant differences, with the trading leaders achieving higher scores than the customers. In accordance with the results of their research, Freidl (2004) states that trading leaders understand the concept of well-being primarily as an aspect of well-being, fitness and happiness. Rothmann and Rothmann (2006) add that a healthy lifestyle is also a condition for well-being, when combined with a positive working environment, productivity and commitment to business and its goals.

In their research, Botha and Brand (2009) found out that the lifestyle, work environment in which traders work, their daily schedule, time management, as well as the amount of work significantly affect their well-being. We see similar results in Rantanen, Lehtinen and Savolainen (2004), who state that well-being in trade is not necessarily associated only with the work environment and performance of the trading leader, but also with their free time, private relationships, and general ability to be active and relaxed.

Similar research was conducted by several authors who examined the level of well-being of employees. The impact of supervisors' support on employee satisfaction is reported by Smith (2008), who concludes in his research that supervisors, whose leadership style includes considerate, open behavior that provides social support, inspiring motivation, and intellectual stimulation, have a positive impact on employee well-being. These findings inspire us to expand the research intention with the researched sample operating in various fields of work.

ACKNOWLEDGMENT

This research was supported by the scientific grant projects VEGA 1/0807/19 (Research on the determinants of trading behavior and marketing effects in the area of neuromarketing and the relation to neuro-linguistic programming) and KEGA 012PU-4/2020 (Trading Behavior – Creation of the subject and textbook for non-economic study programs).

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