

PSYCHOLOGY

Relationships between psychological indicators of occupational stress of trade entrepreneurs

M. V. Avramenko

Kyiv National University of Trade and Economics, Kyiv, Ukraine
Corresponding author. E-mail: marishenka2006@gmail.com

Paper received 06.12.21; Accepted for publication 19.12.21.

<https://doi.org/10.31174/SEND-HS2021-261IX48-10>

Abstract. The article highlights the most pronounced direct and inverse correlations obtained by all variables of methods aimed at identifying direct and indirect manifestations of occupational stress of the subjects. The most significant direct feedback were the indicators of the method "Comprehensive assessment of stress". This made it possible to determine the relationship between the indicators of this technique and the variables of indirect indicators of occupational stress techniques, namely: "The Sixteen Personality Factor Questionnaire (Cattell)"; "Motives of entrepreneurship"; "Adaptive mobility"; "The predominant type of relationship with people (T. Leary)"; "Overcoming stress"; and "Volitional self-regulation".

Keywords: relationships; entrepreneurs; psychological indicators; correlation; occupational stress.

Introduction. Social, economic, political, and cultural changes in Ukraine that have taken place in recent decades, the entry of businesses into international markets leading to increased competition in domestic and foreign markets, and significant differentiation of consumer demand requires entrepreneurs to seek new directions of global competitiveness. These integration processes and modern crisis transforms the national economy.

Analysis in scientific literature of the causes, manifestations and methods of overcoming of professional stress shows the urgency of this problem. Surveys in 15 European Union countries show that 56% of workers report high rates of work, 60% show tight deadlines, 40% monotony, 30% complained of stress and its manifestations and almost one in ten reported workplace intimidation tactics. In Europe, the economic damage from occupational stress is about 15 billion euros annually [6, 7, 10].

Entrepreneurs as subjects of market relations operate in a fiercely competitive market environment, which on the one hand, contributes to the economic development of both the individual entrepreneur and society as a whole, and is the driving force of social and economic progress.

On the other hand, the activities of trade entrepreneurs take place in difficult conditions associated with personal financial and economic risks, which under the influence of tense realities lags behind the pace of adaptation, adaptation to changes that can occur suddenly and unexpectedly with negative consequences. At the same time, retailers are subjected to significant neuropsychological stress, which significantly affects the functional capabilities of the individual and increases the risk of professional stress, work in which is a serious test.

Analysis of research on the relationship between indicators of occupational stress shows that this problem is currently underdeveloped in both theoretical and methodological and practical aspects and requires further research in the field of entrepreneurship.

A brief overview of publications on the topic. In recent decades, stress, and in particular occupational stress, have been widely studied by both domestic and foreign scientists, as it is one of the most common health problems

associated with work in Europe and the world. The definition of stress as a non-specific response of the body to any stimulus was proposed by H. Selye. On the other hand, T. Holmes and R. Rahe define stress as a stimulus without considering the reaction, arguing that stress is an independent variable stimulus or load that occurs in the body, creating discomfort in such a way that its impact becomes unbearable and leads to psychological and physical problems [17, 14].

The definitions that are most relevant and can be properly adopted in this study to explain the reality of entrepreneurial stress are the theoretical foundations of R. Lazarus and S. Folkman. They define stress as a special connection between man and the environment, which can exceed its resources and threaten its well-being [16, p. 141-169.]. This is because scientists describe stress as a transactional connection between a person and his environment.

In psychological science, a significant amount of research by both foreign and domestic researchers is devoted to the study of certain aspects of occupational stress, aspects of occupational crisis, occupational deformity, and burnout in representatives of various professional groups, specifically employees of educational organizations (L. Karamushka, M. Korolchuk, V. Krainiuk, O. Kredentser, S. Myronets, Y. Shcherbatykh, etc.) [1, 11, 4, 5, 13]. A large number of works is devoted to the manifestations and determinants of representatives of professions which involve risk (M. Korolchuk, V. Krainyuk, S. Myronets, V. Furman, A. Arcuri, D. Lester, G. Kaufman, T. Beehr, etc.) [3, 4, 8, 12, 14, 18]. I. Lantukh, V. Furman, B. Biddle, J. Demartini, and others studied the nature of entrepreneurial stress. [6, 12, 15, 16]. The importance of this specific issue, the scientific experts who have addressed this problem and the insufficient theoretical substantiation and practical orientation determined the direction of the scientific research.

The purpose of the article is to determine the level of direct and inverse correlations obtained by all variables of methods aimed at identifying direct and indirect manifestations of professional stress in entrepreneurs of retail chains.

Finding out how the level of occupational stress is affected by the relationship between different quantitative indicators identified in the empirical study allows to assess the level of coherence of these variables, to identify features and certain patterns that indicate the determinants of occupational stress and mechanisms for overcoming its negative manifestations.

Materials and methods. Correlation analysis was utilized to test assumptions about the level of relationships (combinations) of indicators that are directly aimed at detecting professional stress in entrepreneurs of retail chains with variables that indirectly diagnose structural elements of personality and features of their manifestations. The level of the Pearson correlation coefficient (r) estimates the bond density (low $r < 0.3$, moderate $r = 0.3-0.5$, noticeable $r = 0.5-0.7$ and high $r > 0.7$) [9, p. 47]. Correlation analysis was conducted based on the results of empirical studies of 102 entrepreneurs in the trade sector who were found to have occupational stress.

This paper uses methods aimed at determining the quantitative characteristics of occupational stress: "Test for stress resistance," "Test of self-assessment of stress resistance" (S. Cohen and G. Williamson); and qualitative indicators of its manifestations: "Comprehensive assessment of stress" and "Vegetative manifestations of stress" (Yu. Shcherbatykh) [13, p. 200-207].

Research of individual coping strategies and behavior for overcoming professional stress was carried out according to the method of "Overcoming stress" (S. Hobfoll) [13, p.184-192]; personal characteristics: according to the methods of "16-factor Cattell personality questionnaire" and the "Locus of control"; and the emotional-volitional sphere: according to the methods of "Emotional-volitional self-regulation" (E. Eidman and A. Zverkov) [3, p.469-481]. The motivational sphere was studied according to the methods of "Motives of entrepreneurial activity" (L. Karamushka, N. Khudyakova) [1, p. 182-185]; and adaptive capabilities of the individual are determined by the method of "Adaptive mobility" [2, p. 186-187].

This scientific approach made it possible to begin empirical research.

Results and discussion. According to the results of empirical research, the indicator of Comprehensive Assessment of Stress (CAS) of respondents has a high degree of direct correlation with psychophysiological signs of stress ($r = 0.834$), emotional signs of stress ($r = 0.719$), and integrated indicators of stress sensitivity ($r = 0.701$). Another group of indicators has its own correlations: "Behavioral signs of stress" ($r = 0.623$); "Sensitivity to circumstances that can not be changed" ($r = 0.601$); "Tendency to complicate things" ($r = 0.586$); and "Intellectual signs of stress" ($r = 0.511$). This result indicates that the presented variables have significant direct correlations with a comprehensive assessment of occupational stress. At the level of moderate correlations, the indicators of CAS were determined by such variables as: "Constructive coping with stress" ($r = 0.437$); "Predisposition to mental illness" ($r = 0.425$); and "Destructive coping with stress" ($r = 0.405$). Thus, the indicator of comprehensive assessment of occupational stress of the respondents has 3 high direct levels of correlations, 4 noticeable correlations, and 3 moderate correlations. Directly high correlations indicate that the most significant direct dependence of the level of occupational

stress of the subjects is associated with psychophysiological, emotional signs of stress and an integral indicator of stress sensitivity.

Significant relationships are observed with variables such as: behavioral signs of stress, sensitivity to circumstances that cannot be changed, and a tendency to complicate things. The level of moderate direct correlations is determined by such indicators as: constructive or destructive coping with stress and susceptibility to mental illness.

The integrated indicator of stress sensitivity has the most pronounced direct correlations with a comprehensive assessment of stress ($r = 0.707$), and psychophysiological symptoms of stress ($r = 0.702$) - at a high level. Notable - with emotional symptoms of stress ($r = 0.694$), behavioral signs of stress ($r = 0.611$), the tendency to complicate things ($r = 0.510$), sensitivity to circumstances that can not be changed ($r = 0.610$), destructive coping with stress ($r = 0.544$), susceptibility to mental illness ($r = 0.501$). In this case, the variables of constructive ways of overcoming stress are inversely correlated with the integrated indicator of stress sensitivity. Thus, the presence of a pronounced density of relationships of the integrated indicator of stress sensitivity: 2 - high level, 7 - noticeable, as well as 1 - noticeable inverse correlation, indicate the informativeness of the variables "Stress Test" and, above all, the largest correlation weight - indicators of integrated assessment of stress sensitivity.

A regularity has been established, which is that the more pronounced the correlation coefficients of stress sensitivity, the greater the sensitivity to stress. In this case, feedback was found with the indicator of constructive coping with stress, which leads to a different pattern - the greater the sensitivity to stress, the lower the indicators that indicate destructive coping with stress. Thus, based on the analysis of correlations of indicators of methods that are directly aimed at detecting occupational stress, the closest correlations were established primarily for all indicators of the method of "Comprehensive assessment of stress" and, in particular, with the final assessment of stress, which indicates their feasibility of use in the work.

The analysis of the results of correlations of CAS with the indicator of the emotional-volitional sphere (EVS) block according to the method of "16 factor questionnaire R. Cattell" indicates the following:

A high level of inverse correlation was found with emotional stability "C", $r = -0.822$, noticeable - with hardness ("I", $r = -0.626$) and self-control ("Q3", $r = -0.621$). The direct high correlation of CAS was established with the scale of tension ("Q4", $r = 0.726$), direct noticeable - with indicators of anxiety ("O", $r = 0.594$) and normative ("G", $r = 0.561$). Thus, according to the results of correlations of CAS, with the indicators of the EVS unit according to the method of R. Cattell, determined regularity, which is that the higher the comprehensive assessment of stress in the subjects, the lower the level of emotional stability, firmness and self-control and the higher the level of tension and anxiety. It was found that the indicators of the communicative block, according to the 16-factor questionnaire of R. Cattell in relation to CAS, have 6 inverse correlations and one direct correlation. Thus, at a high level there are connections with such variables as: conformism ("Q2", $r = -0.725$) and sociability ("A", $r = -0.715$), at a significant level - dominance "E2", $r = -0.621$, courage ("H", $r =$

-0.619), diplomacy ("N", $r = -0.617$), expressiveness ("F", $r = -0.517$). There is a direct association with CAS with suspicion ("L", $r = 0.497$).

The analysis of the presented correlations of CAS with the indicators of the communicative sphere of the respondents shows that with severe professional stress they have signs of conformism, which manifests itself depending on the group, orientation to the decisions of others, lack of initiative in decision-making, incommunicability, isolation, rigidity, skepticism, and loneliness. Low levels of dominance are accompanied by shyness, dependence, moderation to the point of passivity, a tendency to take the blame, and to give way to others. Thus, the analysis of correlations of CAS with the indicators of the communicative block gives grounds to determine the pattern, which is that the higher the level of professional stress in the respondents, the lower the communicative sphere of the respondents, namely: conformism, camaraderie, dominance, diplomacy, courage, and expressiveness - and vice versa in the case of lower levels of professional stress.

Regarding the intellectual sphere and the relationship of its indicators with the CAS, it was found that level of intelligence has a direct noticeable relationship ("B", $r = 0.511$), and radicalism and practicality, (respectively, "Q1", $r = -0.531$ and "M", $r = -0.495$) are inverse. This indicates that the level of CAS is determined by the level of intelligence and has a higher level, the lower the rates of radicalism and practicality.

Thus, according to the analysis of correlations of CAS with the indicators of "16-factor personal questionnaire, R. Cattell", it was found that out of 16 scales - with 11 there are inverse correlations, which gives grounds to determine such a general pattern.

It was found that the high level of professional stress of subjects is due to the low level of essential characteristics of the emotional and volitional sphere such as: emotional stability, self-control, firmness; in the communicative sphere: conformism, sociability, dominance, courage, diplomacy, expressiveness; and in the intellectual sphere: radicalism, practicality, as well as the high level of direct correlations with the data of the emotional and volitional sphere: tension, normativeness, and anxiety; and in the communicative sphere: suspicion and indicators of intelligence.

An analysis of the relationship between CAS and business motives revealed the following:

It was found that in 8 indicators of the motivational sphere, 7 have inverse correlations. Thus, from the group of direct motives, the following correlations of the surveyed CAS were recorded with indicators of commercial success ($r = -0.735$), freedom and independence ($r = -0.517$), innovation and risk ($r = -0.506$) and initiative and activity ($r = -0.407$). At the same time, it was found that with indirect motives CAS has high levels of inverse correlations - with indicators of social motives and group affiliation ($r = -0.713$), self-regulation ($r = -0.701$), respect and self-esteem ($r = -0.619$), and also a direct link between high level and forcedness ($r = 0.724$).

Based on the results obtained, we conclude that the higher the level of CAS, the more pronounced the relationship, first of all, with indirect motives, and secondly - with direct motives for entrepreneurial activity. At the same time, the most pronounced relationships of the CPS with

the inverse characteristics of commercial success, self-realization, social contacts and group affiliation and significant links with the data of respect and self-esteem, freedom and independence, innovation and risk. This indicates that the respondents are dominated primarily by indirect motives, which can be considered as determinants of professional stress in entrepreneurs in the trade sector.

Correlation of CAS with indicators of adaptive mobility of the individual is subject to the following analysis. That is, with the data of the methodology, which aims to determine the ability of the individual to change quickly in a particular environment, which, in our opinion, may be determinants of the severity of occupational stress in the subjects.

All 12 scales were found to be inversely correlated with CAS. However, 5 of them have a high level of inverse correlations with CAS, 2 noticeable and 5 moderate. Thus, a high level of inverse correlations is recorded in terms of ease of adapting to new situations ($r = -0.829$), easy to switch to other activities ($r = -0.811$), quick to solve complex problems ($r = -0.889$), ability to resist destructive influences ($r = -0.785$), easy to make contacts ($r = -0.756$). At the moderate inverse level, the following relationships are defined as: focus on success (-0.629), and taking responsibility (-0.576). In addition, at the moderate level there are such inverse correlations as: the ability to creatively solve problems ($r = -0.459$), the ability for continuous work and study ($r = -0.457$), interest in new ideas ($r = -0.418$) and their implementation ($r = -0.406$) and the ability to innovate ($r = -0.401$). Thus, a regularity has been established regarding the level of interrelationships of the CAS and the ability of employees of commercial enterprises to active and tangible changes in the competitive environment.

It is proven that the expressed level of professional stress of the respondents is due to the low level of all 12 indicators of adaptive mobility, as evidenced by the high level of inverse correlations with the ability of respondents to easily adapt to new circumstances, switch to other activities, solve complex problems, and resist destructive influences. In addition, there is as well a noticeable level of similar links to success and the ability to take responsibility and the presence of a moderate level of inverted CAS with indicators such as: the ability to work and study, ability to creatively solve problems, and interest in new ideas and their implementation and innovative transformations.

Regarding the interaction of CAS with indicators of the communicative sphere according to the methods aimed at determining the type of communication (T. Leary) communicative and organizational skills (CBS) and the level of conflict of the respondents, found that of 11 indicators - 5 have inverse correlations and 6 direct, which determine the level of professional stress in employees of commercial enterprises. Thus, according to the method of T. Leary, one indicator - authoritarianism - was recorded at a high level ($r = -0.735$) and two at a significant level: aggression ($r = -0.531$) and selfishness ($r = -0.507$). At the same time, such variables as altruism, subordination and friendliness have direct correlations at a significant level (respectively $r = 0.631$, $r = 0.591$, $r = 0.549$) and at a moderate level the direct dependence of CAS with dependence ($r = 0.491$) and suspicion ($r = 0.426$). These results suggest that the level of occupational stress in respondents depends in inverse

proportion on the variables of authoritarianism, aggression, and selfishness and are directly related to indicators of altruism, subordination, friendliness, dependence and suspicion.

Characteristics of communicative and organizational abilities have inverse correlations with CAS (respectively $r = -0.721$ and $r = -0.809$), which indicates a significant inverse relationship: the higher the level of occupational stress, the lower the levels of communication and organizational skills of respondents. At the same time, the level of communication has significant connections and directly determines the level of professional stress. Thus, the analysis of correlations showed that CAS has the most pronounced inverse relationships in the communicative sphere of personality, primarily with organizational and communicative abilities and the level of authoritarianism, as well as at a noticeable level with variables - selfishness and aggression. The direct correlations of CAS were most pronounced with altruism, friendliness, subordination, dependence, and suspicion.

Therefore, the presence of 5 inverse correlations and 6 direct ones, indicates the significant role of the communicative sphere in the formation of manifestations of occupational stress of the subjects.

Certain features of the correlations of CAS were identified with the indicators of the scales of the methods "Overcoming stress" and "Volitional self-control", which are aimed at determining the strategies of stress management by the subjects. It was found that of the 14 indicators of both methods, 10 have inverse relationships with CAS and 4 are direct. Thus, it was found that out of 11 scales of the method "Overcoming stress" on 7 scales there are inverse correlations for CAS, namely: assertive actions ($r = -0.704$), introduction to social contacts ($r = -0.651$), prosocial strategies ($r = -0.617$), activity ($r = -0.601$), caution ($r = -0.541$), seeking social support ($r = -0.533$), and avoidance ($r = -0.471$). The direct correlations of CAS were determined on such scales as: aggressive actions ($r = 0.628$), manipulative actions ($r = 0.619$), antisocial actions ($r = 0.517$) and impulsive actions ($r = 0.456$). Regarding the correlations between the indicators of the method of "Volitional self-control" (VSC) and with the data of CAS, the following definition was recorded that self-control has a high level of feedback from CAS ($r = -0.735$) and persistence - a noticeable level ($r = -0.521$), which led to the relationship of volitional self-control at the level ($r = -0.632$). These results indicate an inverse correlation between CAS and VSC, i.e., the higher the level of CAS in the subjects, the lower the indicators of volitional self-control.

Thus, it is established that correlations of CAS with variables that characterize inverse correlations, namely: assertive, manipulative actions, avoidance, seeking access to social contact and social support, determine prosocial strategies and activity, which gives grounds to determine regularity - the more pronounced the stress, the less pronounced the assertive actions, prosocial strategies and activity. At the same time, there is a direct connection with aggressive, antisocial actions, manipulative and impulsive actions. It was found that CAS is inversely interrelated with the data of self-control and perseverance, i.e.: the more pronounced the manifestations of stress, the lower the level of volitional self-control of the subjects.

Conclusions and prospects for further research. It was found that the analysis of the results of correlations correlated the most pronounced direct and inverse correlations of the methods obtained for all indicators, aimed at identifying the manifestations of occupational stress of the subjects. It was found that a high level of relationships between the set of indicators for measuring the level of occupational stress in the subjects is observed with indicators of comprehensive assessment of stress, which indicates the possibility of determining the relationship with indirect indicators of stress.

It is proven that the integrated indicator of the method of "Comprehensive assessment of stress" has high and noticeable levels of correlations with the indicators of communicative, emotional, volitional and intellectual blocks of "16-factor personal questionnaire, R. Cattell", as well as indirect and direct motives according to the method "Motives of Entrepreneurship"; adaptive capabilities (method "Adaptive Mobility"), indicators of scales that characterize communication and organizational skills and type of communication interaction (method "Dominant type of relationships with people, T. Leary"), which generally determines the features of correlations with coping strategies of professional stress in the subjects (according to the method of "Overcoming Stress").

Finding out the level of direct and inverse correlations allowed the determination of the interdependence of direct indicators of occupational stress with individual psychological, communicative, emotional, volitional, adaptive, and behavioral spheres of personality and to substantiate the psychodiagnostic complex of occupational stress research. The prospect of further work is to conduct a factor analysis of the methods used in this study to identify the factor weight of structural components of occupational stress and develop a psycho-correctional program to overcome occupational stress in retailers.

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