Evaluation of lifestyle components education efficiency on the consultants' job satisfaction

[1]Jafar Mahmoudi and [2]Jafar Ghahremani

[1]*Department of Consulting, Tabatabaie University, Tehran, Iran*
[2]*Department of Educational Administration, Marand branch, Islamic Azad University, Marand, Iran*
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ABSTRACT

The purpose of this study was to evaluate the efficiency of lifestyle components education (individual psychology approach) on job satisfaction of counselors in the Marand region. Method of study was semi-experimental and it was an applied study. 40 subjects were randomly selected from Education Department of Marand Islamic Azad university and were divided into 2 groups: experimental group (n= 20) and control group (n= 20). Lifestyle components education was implemented in 7 sessions among experimental group, then it was tested and evaluated twice; the control group continued their previous program. Data were analyzed by independent t-test. The results showed that there was a significant difference between scores of sociality, responsibility, Deal and coop, and need to confirmation components. Job satisfaction was in higher levels, but there were not significant differences between scores of cautiousness. Thus the outcome of this component was not effective in enhancing job satisfaction of counselors.

Keywords: lifestyle, job satisfaction, consultants, Marand
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INTRODUCTION

Employment is an important part of social identity and any person who makes a career, generally speaking, should have a clear duty. In every organization and administration, human resources are the main basis and basic capital. According to Adler, the man facing with three essential problems throughout his life; "community, work and love." Person's attitude to these three categories is summarized in lifestyle that In addition to uniqueness is a coordinated action to move towards the goals that he has created for himself and ideals that formed and begins in childhood [1, 2]. Adler's personality theory has focused on lifestyle and is most detective aspect of individual psychology. Every Person in the society plays a role based on their particular lifestyle. It is a general that governed the elements. Lifestyle is collection of ideas, plans and habitual samples of behavior, desires, long-term goals, social and personal explanation that is necessary for mental security of the person [19]. Although our unique lifestyle shaped during the first six years of life, but the next events can have a profound impact on our personality development. Experiences are not decisive factors, but also it is our interpretation of these events that form our personality. We can review the experiences of childhood and formed a new lifestyle, Consciously [11].

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Job Satisfaction

Job Satisfaction is one of the very important factors in job success and it is a factor that will increase efficiency and personal satisfaction. Fisher and Hanna (1939) regarded Job satisfaction as psychological factor and considered it as a kind of emotional coping with career and employment conditions. This means that if the person enjoys his job, then in this case the person is satisfied with the job. Job satisfaction is a kind of positive emotions that originates from factors such as work conditions, organizational system of job, relationships governed in work environment and the impact of cultural factors. It can be concluded, therefore, that job satisfaction is psychological feeling that influenced by social factors [18]. Job satisfaction can be defined as a positive emotional state of a person due to evaluation of job conditions and It can be linked with job demands and characteristics associated with a person [1]. Catherine Chovmen has been classified job barriers, satisfaction and growth as follows: Barriers to job satisfaction: a negative evaluation of itself, perceived lack of support and acceptance Barriers to job growth: Work - Family Conflict, decision and focus, experience and management policies, organizational policies, lack of guidance and strong operational networks, leadership style [10].

Lifestyle

Lifestyle is collection of ideas, designs and samples of habitual behavior, desires, long-term goals, social and personal conditions explanation that is necessary for mental security of a person. Lifestyle is assumptions in which proposed things about thinking, feelings, perceptions, dreams, etc. lifestyle is a particular type of a person Response when he face with obstacles and problems of life [18]. Lander (1969) explains lifestyle as it is includes values, beliefs and perspectives of people. He identified three dimensions of lifestyle as "Appearance oriented", "community orientated" and "personal". The Appearance oriented dimension of system reflects a value and notes that a person's actions should guide through official power and controlled by rules, settings, policies and procedures established by authorities. Community orientated dimension is focused on a great value of close interpersonal relationships with mutual consequences and accepted norms by specific group and applicable as the basis for control of high level of individual behavior. Personal dimension reflects this idea that actions of a person governed by his experiences and emotions. It is highlights a high level value of freedom and personal responsibility [12]. Lifestyle components (responsibility, sociality, the need for confirmation and admiration, deal and cope and cautiousness): The concept of social interest is most prominent and most popular concept of theory of individual psychology. Adler Implicitly apply it with meaning of "belonging", "cooperation" and "sense of responsibility towards society" and he is expressed the desired consistency is positively associated with social interest. Social interest developed in a healthy family atmosphere and encourages a sense of cooperation, mutual respect, trust and understanding [1]. Finally, individual psychology refers to the social interest as a sign for mental health of individuals. In contrast, inferior and inferiority feelings lead to the individual needs to be supported. Although social interest included topics such as cooperation, social relations, assimilation with group, empathy, etc. but according to Adler, social interest is more extensive and includes a help to society, to reach a target for whole community. Social sense is the foundation of all important civilizations and progresses. How to deal a person with others and through his membership in the society, we can evaluated his being fruitful and valuable and obtain a definition of the human spirit. Thus the social sense considered as an important criterion in the evaluation of personality. Social interest has a considerable effect in our feelings towards others and relations between these feelings and our cheerfulness and attractiveness are largely influenced by the social interest [19]. Social interest in the job and work is revealed in the form of partnership activities for the benefit of us and others. People who prefer useful work, not only provide themselves a means of livelihood, but they also obtain a valuable sense towards community that give more value to hard work than inaction [22]. Social support is constituted on interpersonal relationships and social interactions which help people stay protected from the effects of stress [6]. Ratus (1990) believes that the social support adjusts and weakens adverse effects of mental stress and by the five-way:

1. The emotional sense: including listening to problems of individuals and showing feelings, empathy, caring, understanding and giving strength.
2. Assistance: to provide support and assistance that leads to adaptive behavior.
3. Information: to provide guidance and recommendations to increase coping ability.
4. Evaluation: to provide feedback by others in relation with quality of performance that led to the correction of operation.
5. Socialization: social support usually comes through socialization and thus brings about beneficial effects [17].

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Job demands, including a major source of the work stress [9]. Some factors have been identified so far in the literature of stress, where job pressure is adjusted among the social support that can be understood with a considerably attention separately. According to this, Grant et al. (1993) reported that in papers about stress in the workplace, which is growing, social support acts as a pressure modulation. According to Grant et al., there is always a general agreement that the perception of emotional support in the workplace positively correlated with job satisfaction and negatively correlated with job stress. Numerous studies have documented the high correlation between social support and quality of life [9].

Wood (1991) cited from Feischman and Valentine (2008) noted that social function can be developed by combination principles of social responsibility of an organization, social response processes, policies, programs and objective results, while these factors are associated with social relationships of organization. These set of actions and works based on an organization's perceived responsibilities to local and foreign individuals and interest of organizations in achieving competitive advantage comes through altruistic. Thus it is natural that these programs increase not only an organization's ethical culture but also considering to the Commitment social responsibility (CSR). Zenisk (1979) noted that the company's response to public interests of people associated with work ethical that includes organizational behaviors and managerial attitudes about what including reasonable demands. There is an issue that these behaviors are a part of the known ethics program [17]. These programs are underlying attitudes about the acceptability of broader ethical duties of a corporation towards the society. These attitudes act as a reference in employee's evaluation of performance in relation to CSR. Wood (1991) also stated that ethical education plays an important role in the underlying principles that motivating this human behavior [23]. Adler (1998) suggested four lifestyles to solve public problems: Ruling-dominant type Getting-leaning type, Avoiding type, socially useful type First type shows dominate or governor attitude with little social awareness. Such a person acts without regard to others. Extreme form of this type attacks to others and become Abusive, criminal or anti-social. They believe by attack to themselves, make damage to others. Getting-leaning type (the most common type of Adler) expects others to satisfy their needs and is therefore dependent on others. Avoiding type does not attempt to deal with life's problems. Individuals with this type by avoiding problems, also avoid the possibility of failure. These three types are not prepared to avoid the problems of everyday life. They cannot work with others and the contrast between their lifestyle and the practical world caused abnormal behavior that is manifested as psychosis and OCDs. They are lacking what that Adler called social interest. Socially Useful type cooperates with others and acts according to their needs. These people faced with problems within fully developed framework of social interest [19]. People who want security needs a stable and robust environment and often are cautious and conservative. These people stick to established roles and must told them what to do. Those interested in social acceptance are gentle and progressive, but it may be difficult times when they have make decisions and tend to have doubts.

People, who want recognition and self-concept, tend to be dominant on groups and conversations, but they also tend to blame their bad luck for their weaknesses. This is a situation in which employees are interested in personal growth are excited by their intellectual curiosity and have calculated risks and are tired of the routine [4]. Vahidifar et al., (2012) has conducted a research on the relationship between lifestyle components, job satisfaction and organizational commitment among school administrators and concluded that there is a significant positive relationship between the lifestyle components (social responsibility and sociality), job satisfaction and organizational commitment. They have also reported that in lifestyle component, cautious is inversely related with job satisfaction and organizational commitment. In other words, people who are cautious have low levels of job satisfaction and organizational commitment [22]. Mecarthy et al. (2010) showed that avoidant coping resources and job satisfaction were positively related to each other and yet both of them showed an inverse relationship with stress and turnover [16]. Behroozian et al., (2009) in their study, "The relationship of job satisfaction and coping mechanism with general health, among private industrial's staff" concluded that people who have less job satisfaction applied less useful coping methods and yet have not general health, while those who had high job satisfaction, also have general health and more often were using coping mechanisms of problem-solving [7]. The results of Tziner et al., (2011) also showed that there is a positive relationship between organizational responsibility and job satisfaction and organizational discipline [21].

Jessen (2010) study under title of "Job satisfaction and social rewards in the social services" concluded that receive of public acceptance and support from colleagues is positively associated with job satisfaction [13]. Also results of

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Bond & Bons (2003) predicted high levels of public health and better performance and efficiency, and high levels of acceptance, emotional intelligence and job control was associated with better mental health, mental satisfaction and job satisfaction [13]. Lim (2008) in a study under title of "Job Satisfaction of Information Technology Workers in Academic Libraries" founded that sense of belonging, faith in wanting to belong; feeling of acceptance, job autonomy, and promotion opportunities among IT workers is associated with job satisfaction. This study also for explains why some IT workers had higher job satisfaction than the rest of the participants concluded that improving the quality of working life was a major factor [15]. Zahrly et al., (1984) shows that there is a positive significant relationship between the socialization of new employees and their job satisfaction, meanwhile the employees that entered into the organization collectively as a group reported high levels of job satisfaction than those which entered individual into the organization [24]. In another study Takigumi et al. (2006) about impact of lifestyle changes and job satisfaction on the workers was conducted through collective use of community-based health promotion program, a practical exercise and counseling program for 12 weeks was conducted on 351 workers for lifestyle change and reform and Improved job satisfaction of people through participation in the program [20]. In another study in 1974 about lifestyle, organization structure, compliance and job satisfaction conducted by the DeMarco et al., they concluded that job satisfaction decreased in organizations that were too bureaucratic, due to loss of accountability of individuals and less control of bureaucratic structure characteristics. A source of tension that is referred in this study was Inconsistency between the dimensions of people's life style and the dimensions of organizational structure, such that it is affects job satisfaction [11].

Limbert (2004) in research of "sense of psychological satisfaction and job satisfaction among military personnel traveling unaccompanied" concluded that a positive perception can be effective on job and mental satisfaction by factors such as perceived social support and coping strategies. His research results showed that participants create the best conditions for themselves by positive thinking and acceptance of a situation. It was correlated with higher levels of job satisfaction, but has no impact on answers about the general health of participants. Coping strategies that participants used to deal with different situations were highly correlated with psychological satisfaction. Results also showed that perceived social support was correlated with both mental and job satisfaction [20]. Au et al., (1998) points out that there is significant relationship between the socialization (acculturation) and job satisfaction and workers in urban have experienced a high level of job satisfaction than rural workers [5]. Bremmer et al. stated that all three perceived aspects of organizational social responsibility (staff perceptions of external CSR particularly organizational social responsibility in the community, procedural justice in organization, and preparation and provide staff training) is positively and strongly associated with organizational commitment. Empirical results suggest that individuals' perceptions of organizational social responsibility, has a profound impact on organizational commitment. Such results are important particularly in promoting the observed relationship between organizational commitment, job stability, Healthy work and work performance [8]. All these factors jointly, has major role in the implementation of CSR for organizational commitment in promoting job satisfaction [8]. Anonymous (1980) under title of "incentive: provide personal satisfaction to the employees" was concluded that people who want to secure a stable and robust environment, in general, are cautious and conservative. These people are fixed stick to their established roles and told them what to do. While employees who interested in personal growth, are excited by their intellectual curiosity and have calculated risks and they are tired of the routine [4]. According to different results, the researchers themselves decided to evaluate the lifestyle components education efficiency (individual psychology approach) on job satisfaction of counselors in the Marand region.

MATERIALS AND METHODS

Current research is an applied and semi-experimental one with pretest-posttest group and control one.

Type of group	Random selection	pretest	independent variables	posttest
Experimental	R	T1	X	T2
Control	R	T1	-	T2

The Statistical population in this study were all consultants of Marand district (n=63) that worked in the Department of Education of Marand in 2011. From this population, 40 were randomly selected as a sample and 20 persons were classified randomly in the experimental group and 20 in the control group. In the present study to measure and life style, some researcher made questionnaires have been used. The job satisfaction questionnaire contained 52 questions that were used with the five degree of Likert scale (very low, low, medium, high and very high) that

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respectively , have numeric values of 1, 2, 3, 4 and 5and life style questionnaire contained 21 questions that were used with the five degree of Likert scale. The validity of the questionnaires obtained through the initial implementation on 30 consultants, by the researcher using Cronbach Alfa 0.75, and its reliability has been confirmed by the experts. Considering the proposed hypothesis and research methods, statistical method were used in this study as follows: analysis of obtained scores by subtracting pretest scores of subjects in each component of scores from posttest scores and then calculating the mean scores for both groups, and finally comparison of calculated means by parametric t-test.

Table 1. Comparison of experimental and control groups in the lifestyle component

Component Statistical indicator	Group	N	DF	Mean	S.D.	S.E	T	C.T	Sig
overall scale of lifestyle	experimental	20	38	22.253	12.143	2.649	1.684	5.358	0.000*
	control	20		8.760	3.897	0.779			
responsibility	experimental	20	38	4.666	2.175	0.474	1.684	2.158	0.001*
	control	20		3.280	2.170	0.434			
sociality	experimental	20	38	6	4.393	0.958	1.684	3.866	0.003*
		20		2.280	1.814	0.362			
coping	experimental	20	38	5.761	4.182	0.912	1.684	4.214	0.001*
	control	20		1.800	1.979	0.395			
Admiration and confirmation	experimental	20	38	5.333	3.941	0.860	1.684	4.748	0.000*
	control	20		0.960	2.130	0.426			
cautions	experimental	20	38	0.761	0.995	0.217	1.684	1.020	0.851
	control	20		1.121	1.121	0.224			

a=0.05

DISCUSSION AND CONCLUSION

According to the results of Table, there was a significant difference in the impact of lifestyle education component on job satisfaction, between two groups. So those who have been trained in life-style component have high job satisfaction compared with those who have not participated in training. Therefore, we conclude that the match of the dimensions of the people life style and the dimensions of organizational structure diminish the existing tensions result is increased job satisfaction. The result of current study is alignment with results of Vahidi Far et al., (2012) and di Marco et al., (1974).

The results of Table showed that there are significant differences in job satisfactions between the experimental and control groups, however, given that the mean scores of experimental group is higher than control group, therefore, It means accountability component education has a positive impact on in higher job satisfaction of consultants. With this explanation, we conclude that development of individual perceptions of organizational responsibility improves work stability and healthy, conscientious working of employees, and this will lead to increased job satisfaction of individuals. It should be noted that the conclusions of hypothesis (1) is consistent whit Vahidi Far et al. (2012), Tziner et al. (2011) and Bremer et al. (2007).

As it is shown in Table, accountability component education is effective in enhancing job satisfaction of consultants. So it is believed that education of sociality scale is effective in increasing job satisfaction of consultants. Considering that the experimental group had higher scores than the control group, so we can say that the social component education has had a positive effect on job satisfaction of consultants. It can be concluded that the interpersonal relationships in the workplace help both purpose of psychological in individual level and social purpose in organization level. If people help each other in doing depended work, this may facilitate the organizational processes, social support and job growth networks and consequently, sociality and sense of belonging to the organization, will affect performance and job satisfaction of people. This conclusion is in line with findings of Vahidi Far et al., (2012), Io and colleagues (1998), Zahrly (1984), Berlioz and Hall (1966) and Van Maanen and Schein (1979) cited from Zahrly (1984).

As it is shown in Table, deal and cope component education about problems on organization is effective in enhancing job satisfaction of consultants. We can say that there is significant difference between experimental and control group, and the subjects of test group have higher job satisfaction than the subjects of control group. It seems people in the organization through the use of coping and self-efficacy change techniques as coping resources for

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dealing with individual and organizational problems, show positive outcomes such as adaptive coping responses and positive underlying performance and this leads to increased job satisfaction. The conclusion is consistent with McCarthy (2010), Behroozian et al., (1999), White (2003).

As it is shown in Table, confirmation and admiration by organization and colleagues is effective in enhancing job satisfaction of consultants. We can say that, there is significant difference between experimental and control group, and the subjects of test group have higher job satisfaction than the subjects of control group. According to the result, we can create individual merit, maintaining healthy behaviors, a sense of stability, recognition of their value, and job satisfaction and psychological through the creation of emotional support (providing attention, empathy, love and trust), Instrumental support (providing financial rewards), Informational support (providing information about the stress experienced by employees to solve problems) and Assessment support (provide feedback). The results of this hypothesis are consistent with results of Jessen (2010), Donaldson and Bond (2004), Bond and Bass (2003).

As it is shown in Table, cautiousness on tasks is not associated with higher job satisfaction of consultants. It seems Cautious and conservative people stick to the established roles , they are accustomed to the routine, do not welcome the changes and show low confidence in making decisions and therefore, they have not effective participation in improving the quality of working life. Obtained results are consistent with Vahidifar et al., (2012), Lim (2008), Anonymous (1980).

As a result, we recommend the authorities of universities and managers of organizations   to organize various in-service training in the field of life skills, increase job motivation techniques to enhance job satisfaction and consequently improvement of consultant's job performance. They should provide professional help for consultants to deal properly with personal and organizational problems (In this context, techniques such as cognitive evaluation, logical analysis, trying to determine the cause of the problem and is seeking more information about the problem van be effective. They have to develop the range of information and awareness of consultants about different social responsibilities; promote the intellectual skills of analysis and thinking about the responsibilities which it will be possible through awareness of a person of the world around him and finally, they try to eliminate the factors and barriers of acceptance in the organization through leadership style, guidance, and a strong working network.

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