

# СОЦИАЛЬНО-ЭКОНОМИЧЕСКИЕ ИССЛЕДОВАНИЯ

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## FAMILY AS A DETERMINANT BASIS FOR ACHIEVING HUMAN SUCCESS (BASED ON THE RESULTS OF THE TAGANROG PROJECT)



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*The study is based on empirical data from the Taganrog Project. The project is unique for Russia; it has been realized on the basis of the Institute of Socio-Economic Studies of Population of the Russian Academy of Sciences (ISESP RAS) since 1967. Such a longitudinal study provides an opportunity to study socio-economic indicators that characterize the life of the population of a city in dynamics. The last iteration of the project was conducted in 2014. As a result, unique data were obtained to determine the impact of modernization processes on people's everyday life in the households of a particular city. In the course of the research, the authors assessed the degree to which the "family"*

*factor influences personal success. The authors have revealed certain regularities and the degree of influence of individual components on such a concept as “personal success” and individual satisfaction with the quality of life on the basis of econometric modeling. It is proved that success is influenced by many factors in modern conditions. 7 main factors were identified for modeling on the basis of data verification. According to the allocated groups of variables, the calculated average index of success was 3.45, and the integral one, taking into account the correlation analysis, was equal to 4.84. It should be emphasized that the “family” factor has a dominant high value of 4.11 among all the factors, because it is the family in a broad sense that is perceived by society as an opportunity for self-realization, as well as a certain institution that allows to provide individual (subjective) protection, satisfaction, confidence in oneself, one’s guidelines and attitudes. These questions have always been topical.*

*Family, quality of life of the population, family influence on success, econometric modeling, model for assessing socioeconomic indicators.*

### **Introduction**

On January 23, 2024 at the All-Russian forum “Native – Beloved” the President of the Russian Federation gave the start to the Year of the Family in Russia. According to the Decree, the year 2024 is declared the “Year of the Family”<sup>1</sup> in Russia. Quoting V. Putin about the basic meaning of the importance of the family in modern society, it is logical to emphasize its main purpose: “The main purpose of the family is the birth of children, the procreation.... Our culture, identity, national character are rooted in the family. The family teaches, educates, passes on traditions, knowledge, including professional experience...” The President emphasized that “the family is regaining a high moral meaning in Russian society”. Continuing the idea of the need to support family policy at the inauguration on May 7, 2024, he once again focused attention on the fact that “decisions on the development of the country and regions should be effective and fair, to improve the welfare, quality of life of Russian families”<sup>2</sup>.

Modern transformations (economic, political, technological, informational) in the Russian society and all over the world lead to the fact that a person’s value system, ideals and understanding of his/her own purpose are

changing. There is a rethinking of the meaning of life. Some categories, such as family, family relations, traditions, remain unchanged for an individual, and some undergo significant transformations. Our society after the upheavals begins to take a new attitude not only to the possibility of consumption of certain goods, to their own freedom of territorial movement, but also to the organization of labor activity (for example, modern youth to a greater extent welcomes remote work without being tied to the office and a certain place). Consumer behavior is also changing: to a lesser extent Russian society can be presented as a “consumer society” (according to the Western/American model of individual behavior). To a greater extent, people seek self-expression and self-realization from the position of “usefulness” for the surrounding society. All this qualitatively changes the individual’s perception of his/her success. What exactly for a modern person is hidden in this concept? Sociologists have their own approaches to assessing this phenomenon, while economists have other approaches. What parameters influence the success of an individual, what factors can be labeled “static” and what factors are modified under the influence of endogenous and exogenous factors – the answers to these questions are the main

<sup>1</sup> Opening of the Year of the Family in Russia. Within the framework of the All-Russian forum “Native - Beloved” Vladimir Putin gave the start of the Year of the Family in Russia (January 23, 2024). Available at: <http://www.kremlin.ru/events/president/news/73297> (accessed: May 15, 2024).

<sup>2</sup> Vladimir Putin took office as President of Russia. A solemn ceremony of Vladimir Putin’s assumption of the office of President of the Russian Federation was held in the Kremlin. (May 7, 2024). Available at: <http://www.kremlin.ru/events/president/transcripts/speeches/73981> (accessed: May 15, 2024).

tasks of modern research in this area. It has been proved historically that the Russian people are characterized by their traditions and family life.

The main objective of the stated research is to assess the degree of influence of the factor “family” on the success and satisfaction with the quality of life of an individual. Its relevance was predetermined by several phenomena. First, in modern conditions success and satisfaction with the quality of life of a person are of paramount importance. They are presented in the works of foreign (Ries, Trout, 1991) and domestic (Ismanova, 2018; Shabunova et al., 2022; Makar et al., 2023; Medvedeva, Kroshilin, 2023) scientists. The topic is important, but the main issue remains the definition of dominant factors that have a direct impact on the analyzed concepts. Second, the study of family foundations and traditions (Ushkova, 2016; Shabunova et al., 2019), as well as marriage and family relations (Medvedeva, Kroshilin, 2018) is also relevant today, since a Russian person cannot be happy if he/she does not have a family.

Modern Russian families and their relations are influenced not only by exogenous but also endogenous factors. The internal ones include love (mutual feelings), the degree of personal attachment of spouses, psychological comfort of living together, respect for the partner’s opinion, responsibility. Economic independence, traditions laid down by parents and peculiarities of nationality (Letyagina, 2012), moral attitudes of society and public opinion, mentality are external factors that also have a significant impact on the stability of marriage and family relations (Rostovtseva et al., 2022). Own realization, professional status in the life of an individual usually, as numerous studies show, takes one of the

leading positions in the development of marital relations (Andreeva, 2009) and in the achievement of individual’s well-being (Kurdyukova, 2013). This problem is also raised in foreign literature, quite a lot of attention is paid to the conglomerate of building a career and marital relations in married couples. It is revealed that “career growth” is often possible only for one of the spouses (in most cases men) with the support of the family (Booth, Edwards, 2018). Career success and marital relations are subject to significant transformation in terms of essential characteristics (Rostovtseva et al., 2022) and emotional component depending on many factors, including the place of residence of the individual, age and final financial needs at the time of formation of the unit of society.

In order to analyze the existing “family attitudes” of the population, the final version of the Taganrog project<sup>3</sup> was chosen as an empirical base implemented in 2014–2015. The 2014 study was primarily comparative in nature. Based on the methodology of previous years, in the course of using comparable approaches in the formation of surveys were selected indicators in the “traditional” areas of research. The comprehensiveness and interdisciplinarity of the developed monitoring methodology made it possible to identify various development trends and tendencies in comparison with previous iterations of research (Rimashevskaya, 2017). The authors of the article are direct participants and developers of the research methodology in 2014, with their participation a mass survey was realized (Rimashevskaya et al., 2016). The methods of data collection and processing were approved, based on which the tools and methodology of

<sup>3</sup> The Taganrog project has been realized on the basis of the Institute of Socio-Economic Studies of Population of the Russian Academy of Sciences since 1967. The longitudinal study allows monitoring the socio-economic characteristics and indicators of life of the population of a typical Russian city. Comparable research methodology allows comparing and revealing the problems of social and economic processes occurring in society in different periods of time. Each next iteration of the project is aimed at solving a “new” range of problems that occur in our society under the influence of endogenous and exogenous factors affecting all spheres of human life: financial and consumer behavior, housing conditions, educational opportunities, health status, morbidity rate, etc. “The transformations taking place in our society are considered in this project in the aspect of various resources available to households, which are available, as well as options for comprehensive adaptations of people to various changes taking place in the society. It is the specific person (individual), his/her experience, desires and opportunities that are central to this study,” as Academician N.M. Rimashevskaya, the founder of the project, emphasizes in her publications.

comprehensive monitoring were developed. The results of the research are presented in a monograph (Rimashevskaya, 2017), as well as in the structure of the database (DB) for the Taganrog project. Upon completion of the project, the database with the research results was registered in Rospatent (Lokosov et al., 2022). It became the basis for the analysis.

In connection with the above, the aim of the study is to identify the influence of the factor “family” on the achievability of individual’s success. The main hypothesis is the assumption that family is one of the determinants influencing the possibility of achieving success in life. This hypothesis is supposed to be proved on the basis of application of the author’s developed model for assessing the level of quality of life, which includes the components of success (Kroshilin et al., 2023) based on the results of the sociological study “Taganrog IV” (conducted in 2014-2015 by ISEPN RAS), reflected in the database (Lokosov et al., 2022). The obtained theoretical and practical results can be used to assess the success of an individual in modern conditions, as well as to develop options for risk management on the part of society.

### **Information base and research methodology**

The research design is based on the classical approach to conducting socio-economic surveys. At the first stage, the authors analyze secondary sources of information: scientific literature, methodological approaches, monitoring studies and available results of sociological surveys on the stated topic. At the second stage, the authors apply one of the approaches to assess the population’s satisfaction with the quality of life with the identification of factors that have an impact on the individual’s success. With the help of the obtained results (mathematical calculations),

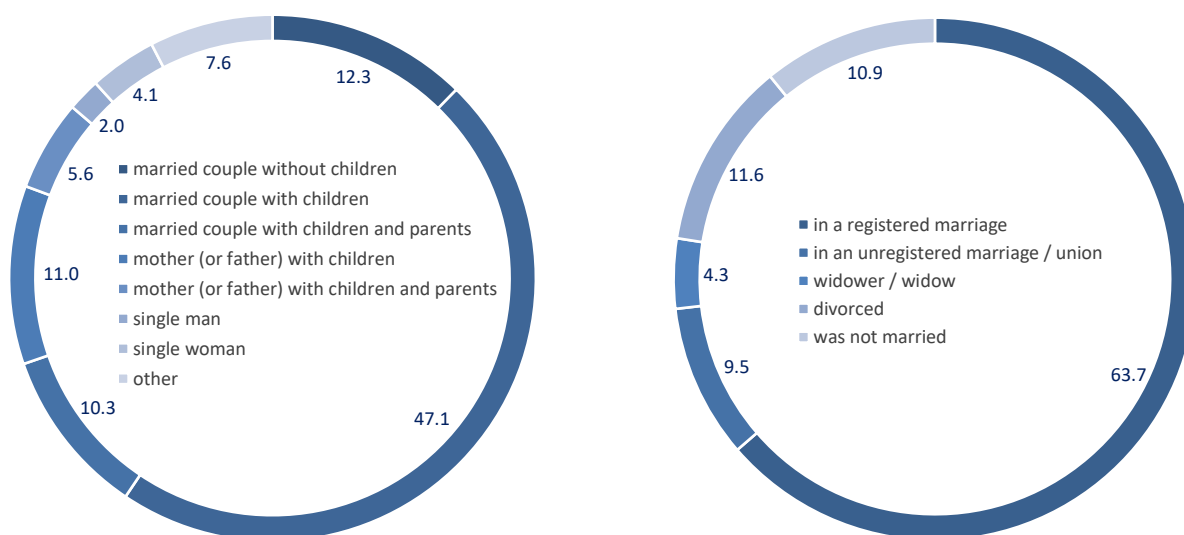
the obtained information is visualized and tested on several variants of subsamples from the available base of the sociological survey “Taganrog”.

The authors used their own approach based on the previously tested methodology for determining the integral assessment of the population’s satisfaction with the quality of their life (Kroshilin et al., 2023). In the above approach, the scientists of ISEPN FNISC RAS relied on previously conducted studies (Shabunova et al., 2019). In this case, 7 main indicators of satisfaction with the quality of life (SQL)<sup>4</sup> were identified. In order to carry out the necessary calculations, subsamples for analysis were formed on the basis of the data set based on the results of the sociological study “Taganrog-2014” (Rimashevskaya, 2017). In this case, a five-point scale of evaluation of all the listed parameters was used (taking into account the weighted estimates when building the scoring scales of criteria selection in case of multiple alternatives), where 1 is the worst estimate and 5 is the best one (Kroshilin et al., 2023). This made it possible to obtain comparable values that characterized quantitative and qualitative indicators in the database.

In 2014, 723 households took part in the sociological survey “Taganrog”, 1,951 people were interviewed. 47.1% were married couples with children, 12.5% – without children, in every tenth household couples lived together with their parents, 11% were representatives of single-parent families. 63.7% of respondents were in a registered marriage, 9.5% were in an unregistered marriage, 11.6% were divorced (*Fig. 1*).

Such a sample made it possible to calculate with some accuracy the influence of the “family” factor on the individual’s success using the model for assessing satisfaction with the quality of life (Kroshilin et al., 2023).

<sup>4</sup> The list of analyzed indicators (factors), which were selected for model building (with calculation of correlation coefficient  $g_{kor}$ ) and calculations of assessment of “success” of an individual, are as follows: ‘income’ ( $g_{kor}(\text{Income}) = 1,000$ , as the other factors are estimated based on the level of income received by the individual), ‘work’ ( $g_{kor}(\text{Work}) = 0,464$ ), ‘nutrition’ ( $g_{kor}(\text{Nutrition}) = 0,504$ ), ‘housing’ ( $g_{kor}(\text{Housing}) = 0,241$ ), ‘health’ ( $g_{kor}(\text{Health}) = 0,262$ ), ‘education’ ( $g_{kor}(\text{Education}) = 0,235$ ), ‘family’ ( $g_{kor}(\text{Family}) = 0,168$ ). These correlation coefficients were obtained earlier in the author’s model for assessing the quality of the individual’s standard of living (for details see: Kroshilin et al., 2023).



**Fig. 1. Demographic type of family and marital status of respondents, %**  
 Compiled from: data of “Taganrog-2014” database (Lokosov et al., 2022).

### Family influence on success (analysis of secondary sources)

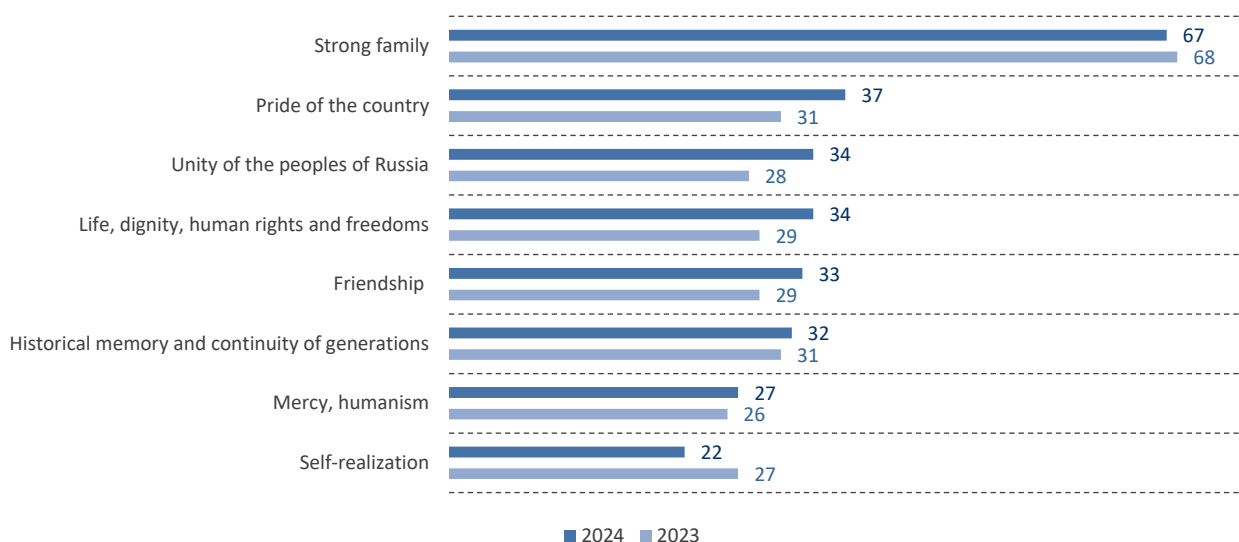
The analysis of secondary sources of literature shows that, as a rule, modern man associates his success (achievement of success in life) with the possibility of self-actualization. For example (Frankl, 1990; Frankl, 1979), characterizes it as an opportunity to develop an individual’s personal abilities. From the economic point of view, “individual success” is closest to the concepts that are related to personal growth and “self-actualization”, the ability to realize oneself through work activity, receiving a certain income (Wickramasinghe, 2009; Jayakumar, Kalaiselvk, 2012; Çetinkanat, Kösterelioğlu, 2016; Leonidova, 2022). Success is understood both as a resource and a result (e.g., material security or recognition by society), and as a basic human need, as an incentive, motive of behavior, goal, and self-evaluation of activity (Kuzmenko, 2017). From the point of view of sociology, it is important to understand and define the criteria that allow a person to consider themselves successful in a certain society (group or groups) in the spheres of activity (Gorshkov, Sheregi, 2010; Shabunova, 2022; Sztompka, 1993).

The latest research conducted by VCIOM (Russian Public Opinion Research Center)

at the end of January 2024 showed that the key place in the Russian system of values is occupied by “strong family”. This was noted by 67% of Russians surveyed (68% in 2023; Fig. 2). Moreover, 87% see their main life goal as “creating their own unit of society”. Among young people aged 18 to 34, such answers are almost 75%. The older the respondents are, the more they are convinced of this. For example, among those over 60 years of age, 94% of them are convinced of this<sup>5</sup>.

Studies of success and satisfaction cannot be abstracted from the analysis of the influence of family and family values on these categories. According to the research of Russian scientists (Ismanova, 2018), almost 40% of an individual’s success depends on his/her environment, and to an even greater extent on the family, including support and motivation from family members. 85% of respondents believe that social success is influenced by the “status of parents”; 90% agree that it is the financial situation of the family that predetermines the success of young people. Profession (74%), educational and cultural potential of father and mother (89%) also have a positive impact on children’s self-assertion. Parents’ upbringing of their children predetermines the formation of the child’s personality: they impart the necessary

<sup>5</sup> Family as a value (review January 24, 2024). VCIOM. Available at: <https://wciom.ru/analytical-reviews/analiticheskii-obzor/semja-kak-cennost> (accessed 02.04.2024).



**Fig. 2. The most important values for Russians (first 8 answers), %**

Compiled from: *Ideal Family - 2023* (survey July 6, 2023). VCIOM. Available at: <https://wciom.ru/analytical-reviews/analiticheskii-obzor/idealnaja-semja-2023> (accessed: April 2, 2024).

skills that will be in demand throughout life and condition human qualities, characterizing the perception of events and communication in society. Very often the child “copies” the manners and behavioral features of parents, all habits, social and economic preferences are passed on to him/her<sup>6</sup>. All this ultimately affects the future life of a person and his/her self-realization.

Building relationships in the family, the level of trust, how and where to live, work, distribution of responsibilities, raising children, etc., all these issues are solved in each family in a different way, and it is practically impossible to create a universal model. This is the basis for the longitudinal relevance of studying the specifics of family-marital relations (Medvedeva, Kroshilin, 2018). In the summer of 2023 VCIOM studied what exactly the concept of “ideal family” includes<sup>7</sup>. The options of Russians’ answers to questions about the “ideal family” are presented in *Fig. 3*.

According to the results of answers in 2023, our compatriots put “respect, mutual understanding and care” (66%) in the first place,

and “happiness and harmony” (28%) in the second place. The answer “where there is love” was mentioned by every fifth Russian. In 2013, a quarter of respondents identified “prosperity, well-being and security” as one of the most important factors for themselves; the choice of this position 10 years later decreased by 9%.

The majority of Russians aspire to create their own unit of society. At the same time, feelings are the most important argument for them: “love” as a necessary factor in creating a family was indicated by 57% of respondents in 2023 (65% in 2009; *Fig. 4*).

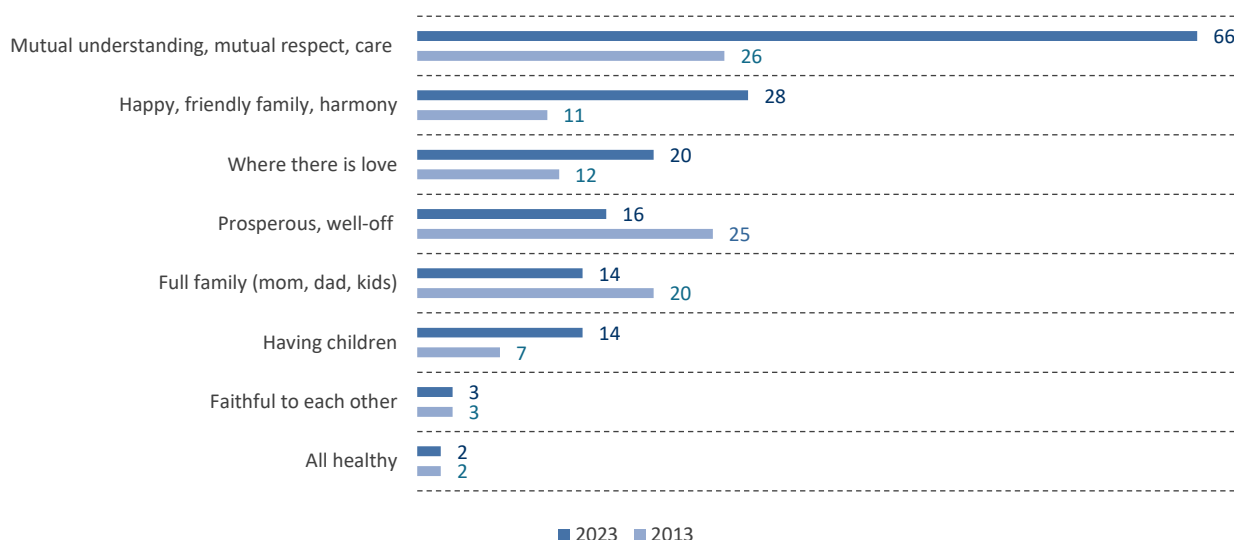
It should be emphasized that the need for housing to live separately from parents in 2023 was indicated by only 35% of respondents. In 2009, they were almost 1.6 times more (55%). “Requirements” to the level of income have also ‘decreased’: in 2005 it was of primary importance for 62%, and in 2023 only 30% gave this answer. The requirements for “level of education and culture”, on the contrary, almost doubled: from 11% to 19% in 2023<sup>8</sup>.

It is obvious that success nowadays depends on many factors. Successful people tend to be

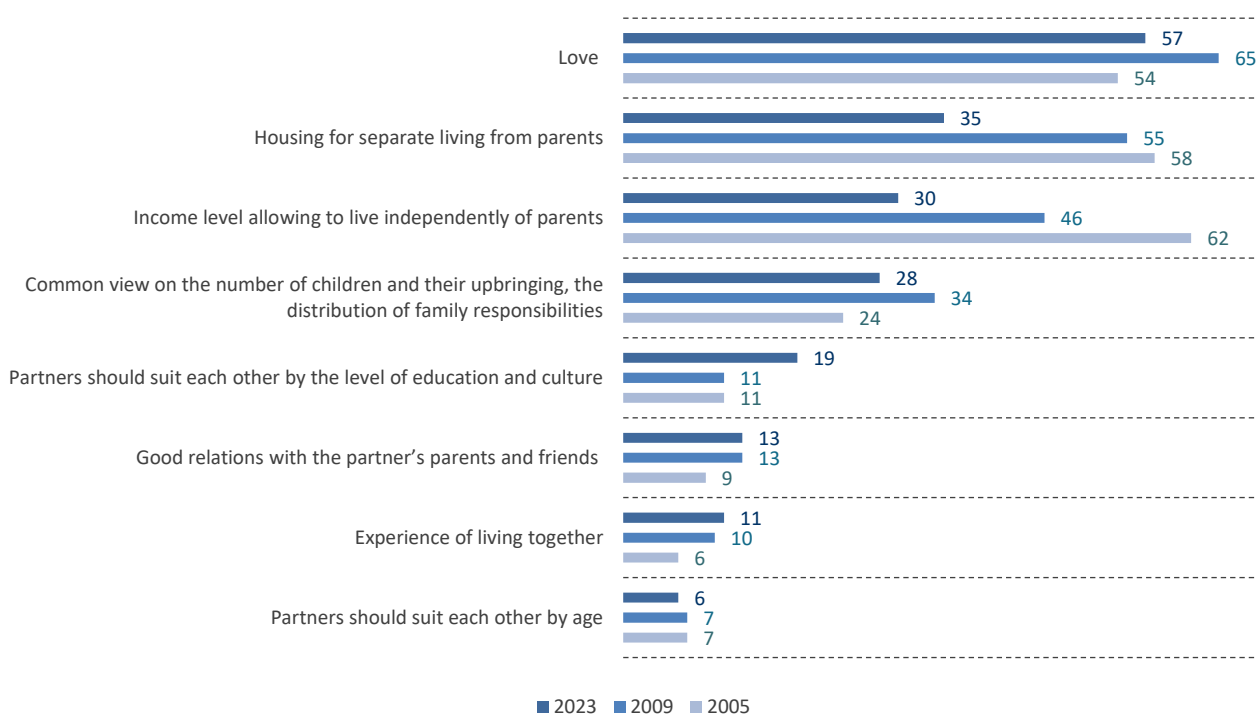
<sup>6</sup> The influence of family relationships on success. Journal-I. Available at: <http://img59.ru/2017/01/20/vliyanie-otnoshenij-v-seme-na-uspex> (accessed: March 10, 2024).

<sup>7</sup> Family as a value (review January 24, 2024). VCIOM. Available at: <https://wciom.ru/analytical-reviews/analiticheskii-obzor/semja-kak-cennost> (accessed: April 2, 2024).

<sup>8</sup> *Ideal Family - 2023* (review July 6, 2023). VCIOM. Available at: <https://wciom.ru/analytical-reviews/analiticheskii-obzor/idealnaja-semja-2023> (accessed: April 2, 2024).



**Fig. 3. How Russians imagine an “ideal family” (first 8 answer options), %**  
 Compiled from: Ideal Family - 2023 (survey July 6, 2023). VCIOM. Available at: <https://wciom.ru/analytical-reviews/analiticheskii-obzor/idealnaja-semja-2023> (accessed: April 2, 2024).



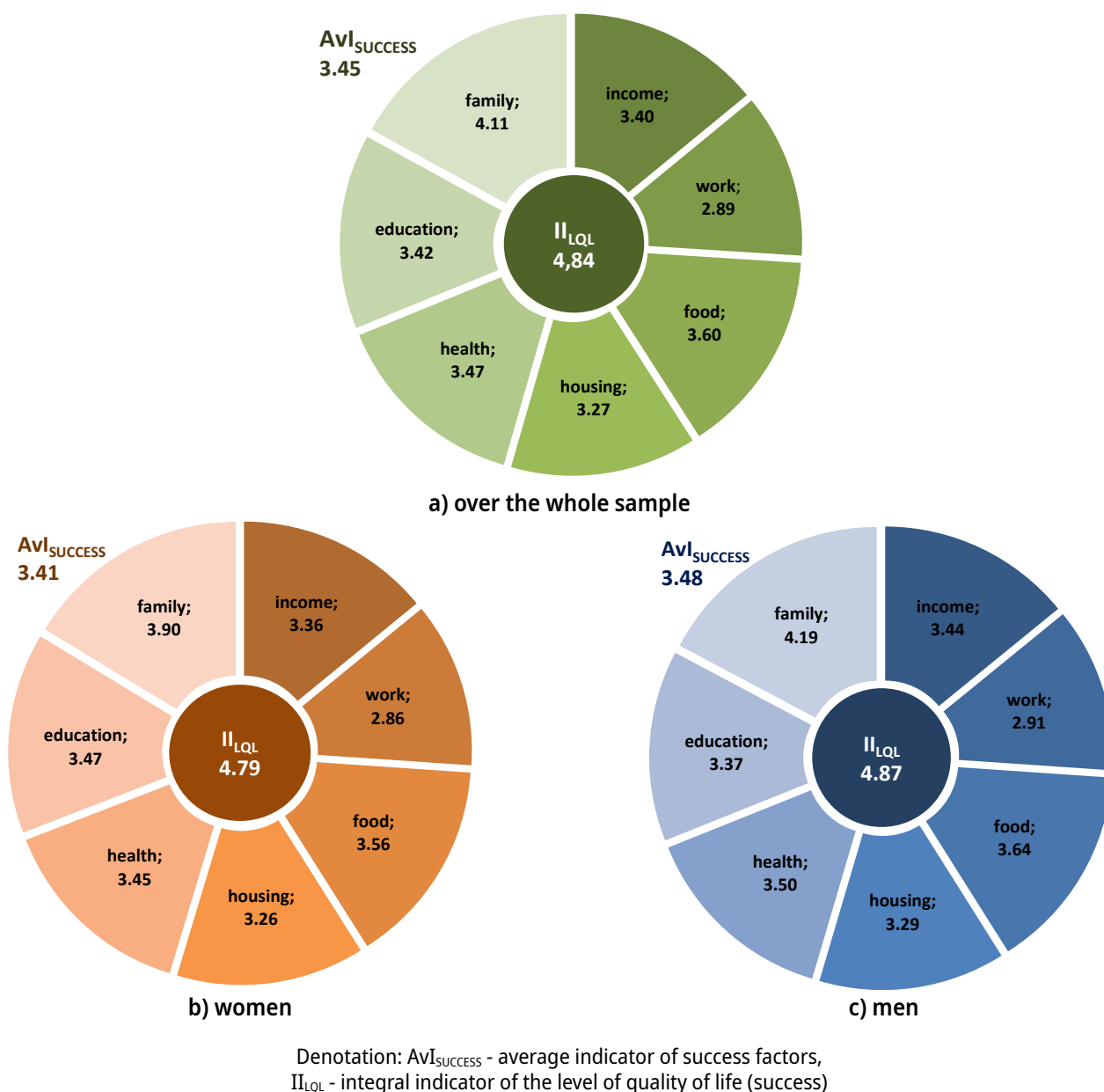
**Fig. 4. According to Russians, what is necessary to create a family (first 8 answer options), %**  
 Compiled from: Ideal Family - 2023 (survey July 6, 2023). VCIOM. Available at: <https://wciom.ru/analytical-reviews/analiticheskii-obzor/idealnaja-semja-2023> (accessed: April 2, 2024).

more satisfied with their lives, but this indicator is clearly related to the subjective feeling of an individual and is poorly measurable.

**The results of the study and discussion**

According to the research methodology, initially an average indicator ( $AVI_{SUCCESS}$ ) is

calculated based on the selected factors. Then, taking into account the correlation coefficients, an integral indicator is derived ( $II_{LOI}$ ). In this case, it is its level that will be used to interpret the assessment of an individual’s success, since the model has selected 7 main parameters that make it up. Visualization of the main factors



**Figure 5. Influence of factors on the assessment of individual's success**  
 Calculated from: data of the "Taganrog-2014" database (Lokosov et al., 2022).

that characterize the achievements of an individual, the average and integral indicators are shown in Fig. 5.

The average indicator ( $AvI_{SUCCESS}$ ) for all respondents from the "Taganrog-2014" database turned out to be equal to 3.45<sup>9</sup>. Integral indicator of SQL ( $II_{LQL}$ ), which in this analysis characterizes the indicator of individual's success, is equal to 4.84<sup>10</sup>. It should be emphasized that of all the selected factors, the "family" factor has a dominant high value of

4.11. It is this factor that has a more significant impact on the average and, consequently, on the integral indicator.

The gender analysis showed that men consider themselves successful to a greater extent making 4.87, which is 0.08 higher than women. The influence of the "family" factor on the success rate of men is 0.4 higher than that of women and amounts to 4.19. It should be emphasized that for all components of success in women the influence of factors is lower

<sup>9</sup> A five-point scale was used (1 being the worst score, 5 being the best).

<sup>10</sup> A ten-point scale was used (1 being the worst score, 10 being the best).



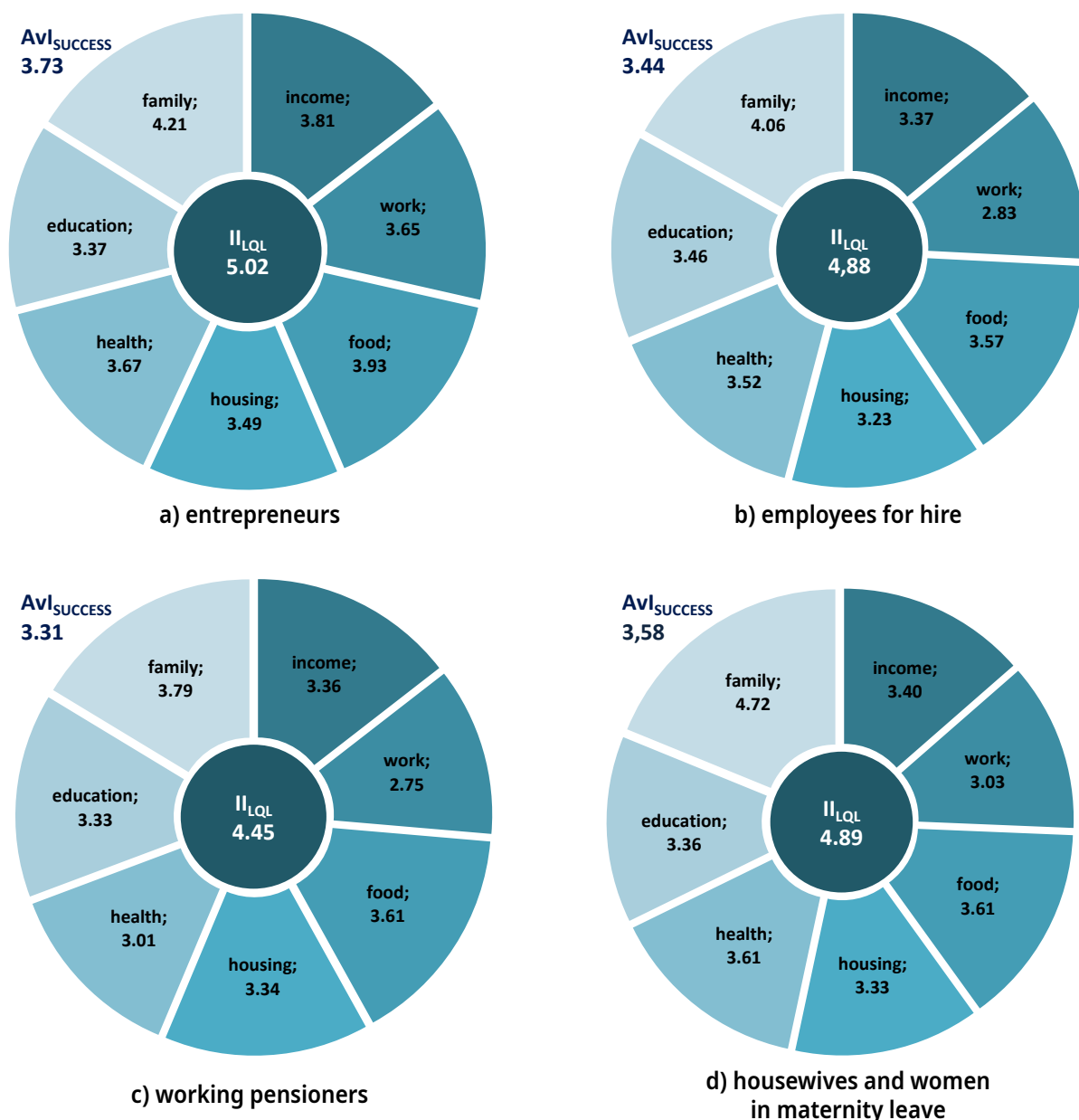


Fig. 6. Results of analyzing the influence of the “family” factor on the assessment of individual’s success  
 Calculated according to: data from the “Taganrog-2014” database (Lokosov et al., 2022).

than in men, the only exception is the factor “education” (3.47 and 3.37 for women and men respectively). However, among all the factors “family” has the greatest importance for both men and women.

The indicator of individual’s success was also calculated for different categories of citizens: ‘entrepreneurs’; ‘employees for hire’; ‘working pensioners’; ‘housewives and women in maternity leave’. The results of calculations for these subsamples are presented in Fig. 6.

In the “entrepreneurs” sub-sample, the integral indicator of level of the quality of

life (success) has the highest value (5.02) in comparison with the rest of the studied cohorts of citizens of Taganrog. These respondents have the value of the factor “income” (3.81) higher than the others. The situation is similar with the factor “food” (3.93). But it should be emphasized that they have the most dominant factor “family” (4.21). The second place “in terms of success” is occupied by the sub-sample of “housewives and women in maternity leave”: the integral indicator of the quality of life (success) is 4.89, and the value of the factor “family” is 4.72. Moreover, in terms of

success they are only one hundredth ahead of those who are employed. However, “employed” Russians are less satisfied with their work (the factor “work” = 2.83) - this is one of the lowest levels of assessment among all the sub-samples and the selected factors. “Working pensioners” are even less satisfied with their work (2.75). The assessment of success in this cohort is also the lowest (4.45).

Thus, it should be emphasized that the “family” factor has the highest (maximum) value for all selected groups (subsamples) of the analyzed sociological survey “Taganrog”.

### Conclusions

Summarizing, we can say that the results of the authors’ research to identify and assess the degree of influence of the “family” factor on the achievability of individual’s success on the empirical base of the survey of the Taganrog Project (2014–2015) fully confirmed the hypothesis put forward. The family is one of the determinants that have a direct impact on the possibility of an individual to achieve success in life. The authors’ research relied on the previously tested methodology for calculating the integral indicator of the level of quality of life (Kroshilin et al., 2023), which became the basis for obtaining data on the “success” of an individual according to the selected factors (Makar et al., 2023; Shabunova et al., 2022; Medvedeva, Kroshilin, 2023).

The conducted calculations confirmed the indicated hypothesis about the dominant importance of family for human success in all the studied cohorts (subsamples). The maximum value of the “family” factor is observed among housewives and women in maternity leave (4.72 out of five possible). The degree of assessment of their own success is higher among entrepreneurs, but the value of the “family” factor is also high among them (4.21). The lowest indicator is among working

pensioners (3.31). For the interviewed citizens of Taganrog, employed in 2014, the calculated average indicator for all factors amounted to 3.44, with the value of the “family” factor being higher than the other variables and equal to 4.06.

The obtained theoretical and practical results can become the basis for assessing the success of an individual in modern conditions. The scientific novelty of the proposed approach lies in the application of mathematical apparatus that allows us to calculate an integral indicator of satisfaction with the level of the quality of life (LQL) of an individual with the allocation (on the basis of correlation) and indexing (scaling) of key/dominant factors. The authors’ proposed approach is quite universal, as any number of factors can be used, the influence of which should be taken into account when assessing the success of an individual. In addition, the method proved its validity when it was tested on the available data sets. A limitation of applicability may be the need to present qualitative assessments in quantitative form. However, this can be overcome by introducing scales of higher dimensionality and/or using indices and ratings. Further development of the methodology is associated with the expansion of the number of factors to be taken into account in the model.

The presented methodology reflects a variant of assessment of the influence of the “family” factor on the individual’s success. It has been mathematically proved that the “family” factor has a significant impact on the individual’s success and satisfaction with the quality of life, which clearly fits into the general political and economic line of the Government of the Russian Federation to strengthen the institution of the family in order to obtain more satisfied, happy and successful citizens of the country.

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