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## DETERMINATION OF THE RELATIONSHIP OF THE QUALITY OF LIFE WITH THE LIVING STANDARD OF THE POPULATION

**Abstract:** The article reveals the theoretical essence and determination of the relationship of the quality of life with the standard of living of the population. Based on an analysis of a number of literature, the author determined the relationship between the categories “level” and “quality of life” of the population, and examined the theoretical and methodological foundations of the formation of quality of life. In addition, the author provides a system of indicators for assessing the level and quality of life.

**Key words:** quality of working life standard of living, indicators of the formation of the quality of life of the population, quality of life.

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### Introduction

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The definition of "standard of living" has become widespread, clearly illustrating the dynamics of social development in all the variety of economic and social processes that characterize it. However, when solving various research or practical problems, specialists interpret its essential content in different ways. In this regard, it can be noted that a generally accepted understanding of the category “standard of living” has not yet been developed.

In particular, the approach to the interpretation of living standards as a set of characteristics of consumption has been disseminated in documents of international organizations and statistical reporting.

### Literature review

S.A. Ayvazyan identifies the standard of living with well-being, which is an expression of the degree of satisfaction of the material needs of the population [1]. E.A. Chulichkov indicates that the standard of living is determined by the amount of consumed goods and services [2]. A.T. Sarkulova considers the

standard of living as a cost characteristic of its quality [3].

Many authors under the standard of living understand the category due to the social and economic status of a person, which characterizes the individual’s ability to satisfy the standard level of social, material and cultural needs and benefits defined in society.

According to the interpretation used by the United Nations, the standard of living is understood as the degree of satisfaction of the needs of the population, provided with a mass of goods and services used per unit of time. This definition focuses on the relationship of living standards with the needs of the population. In addition, it is typical for it to consider the standard of living in relation to the development indicators of the national economy as a whole and households in particular. At the same time, incomes and savings of the population act as key factors determining the standard of living.

### Analysis and results

The concept of "standard of living" is determined by a system of qualitative and quantitative indicators, namely: the structure and level of

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consumption of food, goods and services; per capita income; the level and dynamics of prices for basic commodities; the amount of tax and social benefits; specific gravity of the population below the poverty line, etc. Quantitative level parameters are reflected in absolute and relative values calculated on the basis of statistical data. As an economic category and social standard, the standard of living characterizes the level of satisfaction of the social and physical needs of people and reflects the availability of material resources necessary for a comfortable existence.

Thus, the concept of "standard of living" reflects, first of all, the welfare of the population, the well-being of society in general and the individual - in particular.

At the same time, according to the researchers, the following gradations of the standard of living of the population can be distinguished [4]:

- prosperity, implying the free use of the whole range of benefits that provide the opportunity for the comprehensive development of the individual;
- a normal level, assuming the presence of rational consumption in accordance with scientifically based standards, which provides the ability to restore the physical and intellectual forces of the individual;
- poverty, in which the level of consumption of goods ensures the preservation of efficiency as the minimum threshold for the reproduction of labor;
- poverty, in which the individual consumes only the minimum set of benefits, which is acceptable according to biological criteria, that allows him to maintain the viability of the individual.[5]

The most important parameter that allows us to assess the standard of living is social standards as scientifically based guidelines that reflect the direction of development of social processes. At the same time, the development of the material base of social spheres, incomes and expenses of the population, consumption of material goods and paid services, living conditions, social security and services, etc.

The category "standard of living" in the classical interpretation is interpreted from the point of view of the income level of the population, poverty and social inequality - i.e. categories characterizing the satisfaction of material needs.[7]

It should be noted that integrated approaches to assessing the quality of life are getting more and more development, within the framework of which the objective parameters of the quality of life and their subjective perception are linked. For example, employees of The Economist Intelligence Unit propose using the index of the quality of life of the population, which is developed on the basis of a combination of the results of opinion polls characterizing satisfaction with living conditions and objective factors of economic development, including the following parameters: health; quality of family life; participation in socio-political processes; well-

being in the material sphere; political stability; security level; favorable climatic conditions; employment and its forms; political and civil liberties; gender equality.

If the standard of living characterizes the realization of the needs of members of society for benefits, then the quality of life is the degree of satisfaction of needs with the achievement of that particular personality and psychological state, without an adequate assessment of which it is impossible to judge the real state of satisfaction of people's needs. In this case, you need to see the differences between the concepts of "quality of life" from the concepts of "quality of labor", "quality of labor", "quality of working life". As V.A. notes Poisons, the quality of the workforce - this is the degree of professional and qualification of the employee to perform certain labor functions, taking into account their complexity and the employee's responsibility for the quality and established production time of the product. The quality of the workforce is determined by its natural properties (gender, age, physical strength, etc.) and sociocultural norms. The former determine the division of labor, the latter determine its value, and demand on the labor market [6, p. 102-103]. Labor quality - a set of properties of the process of labor activity, due to the ability and desire of the employee to perform a specific task in accordance with the requirements.

Labor quality indicators - qualitative and quantitative characteristics of the work process and its results. The quality of labor depends on the complexity and working conditions, qualifications and attitude of the employee to work [8, p. 103].

The quality of working life is a set of conditions that determine the degree of effective realization of the labor potential of a society, enterprise, individual person. The quality of working life is a component of a more general category of quality of life and opportunities for the development of the personality of citizens. There are three approaches to assessing the quality of working life. The first assesses the result of reforms and social policies and is primarily aimed at ensuring a decent standard of living. The second aims to impartially determine the economic, social, political and cultural status of society. The third involves assessing the quality of working life primarily in the workplace. The objective of this methodological approach is to create conditions that impede the process of alienation of labor. The basis of the concept of the quality of working life is the position: the main motivator should not be salary, not a career, but satisfaction from achievements in the labor process.

The concept of quality of life is formulated by a set of conditions that determine the physical, psychological and social well-being of a person and social groups. Such conditions include not only objective circumstances (food, housing, employment,

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education), but also a subjective assessment of well-being - satisfaction with one's life, including work life.

Speaking about the relationship of the quality of life with the standard of living, it should be borne in mind that the latter is expressed by a system of quantitative and qualitative indicators that reflect its various aspects - the total amount of material goods and services consumed per capita; the level of consumption of food and non-food products, as well as services; real incomes of the population; the amount of wages; the duration of working and free time; housing conditions; indicators of the level of development of education, healthcare, culture, etc.

In general, indicators of the standard of living of the population can be classified into the following groups:

- cost: national income, gross domestic product and its share allocated for social needs, the volume of consumption of material goods and services, real incomes of the population, the size of wages, pensions, the level of retail prices for consumer goods and tariffs for paid services, people's savings etc.;

- in-kind: indicators of consumption of certain material goods and services, provision of the population with objects of cultural, household and economic purposes for durable use;

- characterizing the development of sectors of the non-productive social sphere;

- expressed in temporary form: the duration of the working day and working week, the duration and use of non-working and free time, etc.;

- socio-demographic: birth rate, mortality, population growth, average and life expectancy;

- characterizing the state and environmental protection;

- characterizing the level of social security.

The stratification of society turned out to be a particularly acute problem in Siberian regions, which in terms of the complex of living conditions lagged significantly behind the central regions at all periods of social development.

The complex nature of the study was also ensured by the use of materials from monographs, scientific and practical conferences on the living standards of the population, legal acts in the field of social relations, state statistics, and resources of the Internet.

Institutional aspects of the economy blur the border that separates the purely economic aspects of society from social ones. An active search has begun and attempts are being made to develop integrated indicators of well-being on the basis of deepening the concept of quality of life. Increasingly, there is a desire to use the category of "quality of life" as an integral indicator that can evaluate the effectiveness of social policies in modern conditions.

Among the most modern and interesting works in the field of conceptual development of the concepts of "standard of living" and "quality of life", as well as

from the point of view of developing systems of integral and generalizing indicators of the level and quality of life of the population, in our opinion, the work of scientists of SPBEUiF N. BUT. Gorelova, Yu.V. Kraskovs, I.V. Yakovleva, which analyzed the problems of assessment and quality of life of the population [3].

An in-depth study of the relationship between the level and quality of life of the population allows us to identify four main stages in the development of the concept of "quality of life" in the domestic scientific literature:

1. Antagonism (early 1960s-early 1970s).

2. Criticism and ideological opposition (late 1970s-early 1980s).

3. Quantification development (early 1990s).

4. Conceptual development (starting from the second half of the 1990s to the present day).

Thus, we can state that now the Russian scientific discussion related to the problems of quality of life, basically comes down to a search for a quantitative criterion for assessing the effectiveness of socio-economic design carried out at various structural levels.

To this end, to calculate the integral indicator of the quality of life of the population, one should take into account systemic transformation, which includes economic, social, cultural and other transformational processes. The transition from one social system to an alternative is inevitably associated with fundamental, in a sense, institutional changes [4].

The results of the social transformation were presented at the tenth international symposium "Where is Russia going?", Regularly held by the Interdisciplinary Academic Center for Social Sciences (intercenter) and the Moscow Higher School of Social and Economic Sciences. The first and second symposia took place in December 1993 and 1994, and the third in January 1996. Subsequently, the symposium is punctually held in the third week of January of each year.

The main task of this symposium is to summarize the general semantic result of the past decade, to identify the main direction of the "transition" made by Russia, to summarize the most fundamental, qualitative results of the transformation of Russian society, to determine options for the future of Russia [5].

Issues discussed at the symposium meetings:

- what institutional system was formed in Russia;

- how the social structure of society has changed;

- increased or rather decreased the human (cultural, activity, dynamic) potential of Russia?

A significant contribution to the discussion on the problems of transforming the quality of life of the population was made by the work of B.M. Genkin's "Introduction to Meta-Economics and the Foundations of Economic Sciences", in which the "quality of life" is characterized by the degree of

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satisfaction of human needs, defined in relation to the relevant norms, customs and traditions, as well as in relation to the level of personal claims [9-10].

With this interpretation, the role of sociological methods for studying the quality of life of the population increases. B.M. Genkin notes that the quality of any object or process can be established only in relation to a certain standard, which is determined by norms, standards, rules, traditions, customs. In our opinion, this interpretation is closest to the concept of subjective well-being, which goes beyond the boundaries of the economy, and therefore the social orientation of the category “quality of life” is being strengthened.

The concept of “quality of life” is intended to characterize the quality side of people's lives. Moreover, the quality of life is characterized not only by objective living conditions, but also by the value attitude of people to the conditions of their life, their subjective perception. Thus, under the influence of global processes, the category of “quality of life” is beginning to occupy an increasing, although not very definite, place in Russian scientific literature. This concept still remains not completely clear and unambiguous and is used in many ways that do not coincide with each other, with which it is loaded depending on the goals and tasks that are solved with the help of one or another researcher.

The theoretical and methodological analysis of the essence and content of the “quality of life” category made it possible to single out several basic, most used meanings that use this concept in modern Russian discourse:

- as a general designation of accepted factual standards, which the population as a whole and social policy are guided in their behavior;
- as a designation focused on certain high standards, standards that are used to criticize real social policy. In this case, as a rule, it is not customary to talk about the specific content and parameters of indicators that form the alleged samples and standards. Only critical areas of social life are mentioned, for example, public health, uneven distribution of income, unjustified inequality in the level of consumption, environmental and criminal situation, etc .;

- as a designation of the general vector of deviations (both positive and negative) of the real life of the population from statistical and ideal samples. This semantic load on this category is closely related to the previous one. Their difference lies in the fact that in this case, the initially given negative assessment of the actual quality of life is not demonstrated. A category is used as a tool designed to evaluate reality by demonstrating its “real” place between the extreme states of the continuum: unsatisfactory (poor-quality) state — satisfactory (quality — moving toward the ideal, standard) state;

- as a complex of samples, standards, standards, performing the functions of indicators (criteria) for identifying problem areas in the life of the population and its individual layers and groups;

- as some integral characteristic of human being. The quality of life is considered as the main integral indicator, designed to comprehensively characterize the degree of development and completeness of satisfaction of the whole complex of needs and interests of people. In this regard, it is necessary to solve the problem of comparing subjective characteristics in one integral indicator.

### Conclusion

The problems associated with the study of the quality of life began to develop more actively thanks in large part to the positions that the phenomenological methodology of qualitative methods began to gain - the methodology of qualitative sociology. Therefore, discussions about the quality of life were at the same time a reaction to positive sociology. One of the main postulates of the latter is the idea that truly scientific knowledge is necessarily associated with a quantitative form of presentation of the results of research on any phenomenon. It is considered truly known if it can be represented in quantitative form or it can be calculated.

It should also be noted that the widespread use of the concept of “quality of life” in sociological practice was associated with the strengthening of the position of the human rights movement and the strengthening of related international and national institutions.

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