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## THE RELATIONSHIP BETWEEN SOCIAL CAPITAL AND SOCIAL HEALTH OF COMMERCIAL FIRMS IN IRAN (CASE STUDY: COMMERCIAL FIRM OF SEMNAN PROVINCE)

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### Abstract

Social capital has attracted the attention of commercial firms so that such movement has also entered the realm of management and commercial organizations. Today human and social capital can be considered as a basis for competitive advantage of organizations. This article is concerned with investigation of relationship between social capital and social health of commercial firms in Iran. Therefore, in order to investigate the above subject and to define the results for hypotheses, data and statistics required for the study have been gathered through questionnaire and also through the existing information available at the system of Iranian commercial firms. The study lasts for one year (2011). The sample included 1400 subjects (950 females, 450 males) accidentally selected and analyzed by using stratified sampling. Data collected was analyzed by using T-test, ANOVA, and Pearson correlation coefficient. The results obtained indicate that the all dimensions of social capital are meaningfully related to social health so that highly influence the competitiveness of firms. Also among such variables, marital status, type of product and social services to customers are related to social health. Furthermore, the results obtained from regression analysis showed that the variance changes of Iranian commercial firms' social health are explicated by two variables such as trust and social participation.

*Keywords:* Iranian Commercial Firms; Social Health; Social Participation; Social Support; Trust

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### 1. Introduction

Social health as an aspect of public health of society along with other mental, spiritual, medical and etc aspects will play a significant role in the society sustainable development in preventing from social damages, infrastructure of citizens' social capital and their participation in all aspects of the society. In fact, one of the

basic criteria for transition from traditional to modern societies, has been uncontrolled expansion of urbanization; so that such expansion in third-world countries including Iran causes such outcomes as increased deviations, social crimes, declined social capital, degraded position of spiritual and social ethics in commerce, increased mental diseases, uncontrolled increase in social and cultural crimes, lack of citizens' participation in urban sustainable developments and Etc. so in order to decrease in such outcomes and problems nationwide and across big cities, it is necessary to utilize executive and practical strategies and arrangements including infrastructure of social health indicators in all levels of the society; also it is necessary to provide the all levels and classes in the society of different age and gender, with conditions to utilize different aspects of social health, to be able, to, through strengthening this index and its aspects across the society both executively and practically, provide citizens' participation, confidence and social capital for every urban sustainable development in order to facilitate commercial transactions.

But pursuing the original differences in economies' performance has been the everlasting challenge of economists, particularly experts in development economy. Why do some countries enjoy strong and deeply rooted economies, while others despite enjoying equal material conditions and even better, suffer weak economic performances? Stressing on the assumption of "enjoying equal or better material conditions" doesn't let to insist on such issues as better weather condition, utilization of more and more appropriate natural resources, easier access to sales markets and etc. it's likely that the access of some countries with weak economic performance to such gifts hasn't been less than those countries with outstanding economic performance.

If it is supposed that such inputs as land, natural resources, geographic location, previous accumulated wealth, and in short, physical capital is deleted from analysis, we will necessarily focus on two other types of inputs such as human capital, social capital and social health of the countries. So prior to this, in the realm of organizations we have been familiar with physical capital including money, labour force, machinery and ... . after physical capital, human capital including staff' knowledge, skills and experiences was introduced. Finally social capital was introduced as a set of communicational networks between individual and others. The new concept which has been recently introduced is social capital. Today many researchers believe that organizations' social health can provide them with a sustainable competitive advantage.

Thus in this paper, first we will take a look at the significance of the study, research hypotheses and literature review. Then, introducing some theoretical issues around social capital, risk and its relationship with investment and also quality of business environment, we will pave the way for testing the research hypotheses. Then, introducing the research conducted by Aymo Brunetti, Gregory Kisunko and Beatrice Weder as the reference study for the present research work, we will explain how to utilize questionnaire and the results; finally results of hypotheses' test are presented.

### *1.1. Statement of the Problem*

In today developing world, the importance of identifying factors effective in growth and development of countries is irrefutable and identifying such factors can be regarded as a significant step towards fast economic growth and development. Many conducted studies in economic growth, in developed countries support the significance of investment in non-material resources such as social resources. Because statistical investigations indicate that increased production is not due to higher ratio of utilizing inputs such as simple, unskilled labour force and physical capital but one of its outstanding elements is improvement of inputs' quality including social resources. (Jeraldmayor, 1998. P:616)

Social capitals through increased transactional costs in society and/ or strengthening individual actions and creating satisfaction of individual choice and social action cause the society move towards growth and development. (Alavi. 2000.34). Also social capital causes employees & employers' cohesion, creating value through facilitating successful group works and is a resource which can be utilized by manager and employees. ( Carri. 2000, 221).

The main purpose of this study is to explore relationship between social capital with social health of Semnan commercial companies, from a scientific perspective and also to present strategy in order to create appropriate conditions for increasing the amount of business competition among companies, scientifically and practically.

### *1.2. Significance of the Study*

Economic growth requires investment. If in a society, investment doesn't take place sufficiently economic growth will slow down or stop. The result is decreased level of society public welfare. But investment will take place if appropriate condition and needed security as well as social health are provided for it. Let's see whether there exists such requisite in our country recently or not. If not where and in which social areas are insecurity elements active? Has it played its key role in this field or, on the contrary, it has become an institution which has limited social security? The need to find some answers to such questions in order to encourage those involved in the field of social health by using the aspects related to social capital in commercial environment and better programming for management of factors creating insecurity in business environment is the reason to perform this study.

## **2. Review of Literature**

This section deals with introducing social capital & social health aspects and indicators.

### *2.1. Social Capital*

Despite the long history of debate over human factor in production and commerce, the effect of social capital on production and commercial transactions is a new scientific issue which has been recently, and mainly during the last three decades, raised. According to the World Bank definition (1999), social capital is a phenomenon resulting from the effect of social institutions, human relationships and values on quality and quantity of social interactions. Of course, historically, social capital issue was originally raised in Honifan's article in 1916. But, until 1960 used in urban planning by Jane Jakob, it wasn't raised effectively in economical and social research. (Alvaei & Shirani, 2000).

Jakob, in this relation explained that dense social networks in urban old areas make a form of social capital and are utilized in relation to maintaining order and cleanliness, lack of street crime and other decisions related to improvement of life quality. (Fukuyama,1999). Some definitions presented in the field of social capital are as follows:

P. Bourdieu (2005) lists three types of capital: 1. Economical 2. Cultural 3. Social

Such factors as moveable and immovable assets of an organization are called capital economical form. Cultural capital is another type existing in an organization like higher facilities of organization members; this type of capital can also sometimes be changed to economical capital. Finally, another form of capital is social capital which pays attention on communication and cooperation among members of a group which a

result of sum of actual and potential resources which are the result of the ownership of a sustainable network of institutionalized relations among a group members. Coleman has investigated the concept of capital based on various aspects, and in defining social capital he has utilized its role and function, presenting an applied definition. Therefore, social capital consists of the value of that aspect of social structure which is provided as resources for the members via which they can achieve their goals and interests. In other words, Coleman believes that the concept of social capital indicates that how social structure of a group can act as a resource for the group members. Coleman tracks the presence of social capital in trust, information, effective implementation guarantee, authority relations and the assignments in group. (Sharepour, 2005).

Putnam, also, perceives social capital as a set of concepts including trust, norms, and social networks leading to improved communication and cooperation in a community and finally will meet their mutual interests. According to him, mutual trust and communication among members of the net is an instrument for achieving political & social development in various political systems. His main emphasis is on the concept of trust. According to his perspective trust can lead to political development through mutual interest among people, statesmen and the political elites. Therefore, trust is a valuable source of capital and if a society utilizes it will gain political growth and social development proportionate to such utilization. He believes that in civil societies, organizations such as unions, churches and social groups through linking people instead of social gaps, like uniting people of different values and attitudes, improving intrinsic mood, such as patience, mutual relations and also through cooperation in establishing a firm social infrastructure, play a role in forming social capital. (Putnam, 2005).

Fukuyama (1999), reviewing concept of social capital in works of Jane Jacob, Gelen Buri, James Coleman and Robert Putnam, defines social capital as the existence of a determined set of norms or informal values, where a group of members with allowed cooperation are sharer. According to him one of the basic resources for producing social capital worldwide is family paving the ways for interpersonal links and cooperation through playing its role. In a study entitled "quantitative and qualitative indicators of social development" by Mohammad Lashkari (2006), the main indicators of social capital are as follows:

1. living level
2. Productivity level
3. Population growth rate
4. Sponsorship load rate
5. Life expectancy at birth
6. Literacy rate
7. Children mortality rate
8. Income distribution
9. Participation in social activities
10. Coverage rate of varied insurances (social security insurance)
11. Social resources for producing goods or services
12. Innovation and creativity ( including : a. freedom of choice in a society b. ideal modernity c. political will d. self-esteem e. stability and security)

## *2.2. Social Wellbeing*

Social wellbeing consists of two parts " social + wellbeing, mostly supervising happiness and satisfaction and stresses on positive concept of health (wellbeing) (Novp, et.al., 2006:5). This term in fact, includes individual intrinsic responses (feeling, thinking and behavior). (Abdollatabar, 2008: 173), and includes both people way of feeling and performance. (Huppert et.al, 2006:2).

Keyse (1998) defines social wellbeing as an individual report of his communication quality with the others. In this sense social well being means individual understanding of community in form of a meaningful, understandable set with a potential for growth and prosperity, with such feeling that the society belongs to him contributing himself to the development of society. Considering the well being model, Keyse introduces

its aspects. In fact, Kiez multilateral model of social well being includes five aspects and defines the amount of optimal function of individuals in their social performance. Such five elements include:

Social integrity: individual evaluation of its relation quality in society  
Social contribution: individual evaluation of his social value  
Social acceptance: individual perception of individuals' characteristics and traits in society as a whole  
Social actualization: individual evaluation of society route  
Social coherence: individual understanding of social world' quality, arrangement and way of working (Keyse, 2002: 31-32).

- *Trust*- Trust is a degree of understanding and confidence in stranger (as regards personality, position, social role and etc) which is a basis of easier, faster and more targeted mutual social relations. This stranger can be an individual, structure, institution or even an abstract thing. Melinjer perceives trust as a two-dimensional concept including, on one hand, confidence in the one 's purposes and motivations, and frankness and sincerity of another one, on the other hand. (Mohseni Tabrizi & Shirali, 2009: 163).

Gidnez describes trust as confidence in individuals' reliability or reliance on an individual quality or trait or speech accuracy and believes that such definition is an appropriate start-point in defining the concept (Gidnez, 1997 : 37). Also trust is as to have good intention to others in interpersonal relations which encompasses three types : 1. Interpersonal trust 2. Social or generalized trust 3. Institutional trust (Zahedi & Ojaghloou, 2005: 102).

Interpersonal trust: consisting of trust in family, relatives, friends and co-workers and also called personal trust.

Social or generalized trust: trust in social strangers -Institutional trust: trust in organizations, institutions, and groups in the realm of government. (Zahedi asl, 2009:115).

- *Perceived Social Support*-Heller (1986) perceives social support as a social activity through which individual inherent veneration in a strengthened interpersonal relationship with individual through the aides received from the others ( emotional, cognitive, instrumental) is protected against stress. (Rastgar, Khaked 2005: 137).

Sarasun believes that support consists of individual cognitive assessment of the environment and his relations with others. According to him, relations are considered as a source of social support, if individual perceives them as an available or appropriate resource to meet his own needs. (Ghaedi & Yaghubi 2008: 70).

- *Social Participation*- Social participation can be regarded as an organized process where individuals consciously, voluntarily and in group considering specialized goals leading to be sharer in power resources. The outcome of such participation is the presence oof such institutions as associations, groups, local and non-government organizations. ( Azkeya & Ghaffari, 2000: 15-16). In other words social participation, is individuals' participation in groups outside the family and all active groups independent from political groups, voting and pressure group. (Yazdanpanah, 2003: 171).

There exist several empirical studies indicating that social capital puts positive effects on economic growth and commercial companies' competitive advantage. Baru (1999) states that social capital dimensions facilitate private investment growth rate and its contribution to gross domestic production. He (2001) showed that better rules and regulations have had positive effects on economic growth.

Zek and Nock (2011), in their study over among 41 countries, showed that high trust influences growth because it increases economic performance through decreased transportation costs and decreased costs at the time of concluding and implementing the contracts (Din, 2003).

One study on the role of social capital in economic growth has been conducted by Buglisk and Fon Schik in 54 regions of Europe during 1950-1998. The present study aims to explore this question: " does social capital affect economic growth of different regions?" the obtained results showed that social capital as a cooperative activity was positively related to economic growth differences in European regions. Also the results have showed that not only the existence of network relations stimulates the regional economic growth but the actual level of networks is also effective in such relations (Beugelsk & Fonesjik, 2003: 51)

One of the important effects of social capital is decrease in inequality and poverty across the society which has been focused by scholars. Konak (1999) believes that social capital decreases poverty rate and improves inequality of incomes or at least doesn't intensify (Sebatini, 2006).

Grotiret et.al (2002) performed an empirical study in Burkina Faso indicating that local networks and associations considered as parts of social capital, directly put significant effects on per capita income level and welfare of rural families.

Nawles (2005) based on empirical work done by Konak and Keifer (1997) reports that the average of investment rate among countries is directly related to trust and civilization criteria, thus high levels of social capital lead to high rates of accumulation of physical capital. And social capital through increasing level and depth of common relations and cooperation results in more innovations and causes the society to move faster towards development. In this field Volkok (2000) also believes that social capital, public trust, rule of law and civil freedom are positively related to economic growth.

Taw (2003), in another empirical study, regarding the reason of increased economic growth of regions with social capital states that social capital, through decreased non-confidence of firms in future incomes, causes to strengthen production capacity; also social networks through providing entrepreneur acquainted with trade world, especially with technologies and markets, increase firms' performances resulting in increased economic growth. For a quantitative instance, Konak and Keifer have indicated in their study that increased level of trust across the county (as an indicator of social capital) equal to one standard deviation, increases economic growth more than 1.5 SD.

According to Aldridge (2002) a study on the relationship between social capital of different regions across Britain, assessed with social trust indicators and civil associations, was conducted and economic performance of such regions was assessed by using such indicators as per capita GDP, production profiting, services and unemployment rate was evaluated. During a period (1980-2000) correlation coefficient between social trust and economic indicator, and correlation coefficient between civil associations and economic indicators were calculated as 7% and 64%, respectively, and finally it was concluded that the most appropriate regions based on economic performance and growth enjoy the highest levels of social capital. (Asgari & Touhidnia 2007).

Ezzatollah Sam Aram (2009), in his study, deals with the exploration of the relationship between social wellbeing and social security stressing on the society-oriented police approach. The findings showed that there was a direct relationship between increased social insecurity and decreased social wellbeing. Also

social contribution indicator is one of social wellbeing dimensions which is considered as of the most important factors in realization of society-oriented police goals, e.g. community empowerment in order to help to solve problems of increased crime and chaos in community. Therefore it is more feasible to realize society-oriented police goals in a society where its people have a high level of wellbeing due to easy social participation and increased social support. (Aram, 2009)

Blanco and Diaz (2007), in a study, entitled " social order and mental health with an approach to social wellbeing" tried to explore the relationship between social wellbeing dimensions as social order indicator with other wellbeing aspects such as depression, self-esteem, perceived health, deprivation, social mutual interactions, positive & negative feelings and satisfaction. ( Blanco & Diaz 2007: 61-71).

### **3. Study Design and Methods**

In this study, according to its title and purposes, methodology used is a kind of survey; technique used in data collection is questionnaire. Questionnaires, also, have been completed in form of interview. This study is explanatory concerned to explain the relationship between commercial companies' social wellbeing and social capital after providing a description of these two social phenomena.

#### *3.1. Population*

Population in this study consists of all employees and customers of commercial companies in Semnan province. The average of total customers of every commercial company is about 1400 (females=950; males=450).

#### *3.2. Sample Size and Sampling Method*

The number of participants, according to Kukran formula, is 493. After estimating the number of participants researcher, proportionate to the purpose of the study, can do sampling by using different methods. In the present study a stratified sampling has been used, that is, some classes proportionate to the number of customers of every company were selected, then according to gender, they were accidently sampled.

#### *3.3. Data Collection Instrument*

Technique used in data collection was questionnaire, developed based on a theoretical framework of previous works. Questionnaires have been completed in form of interview and via internet. Meanwhile, in order to compile its theoretical principles, a library method has been utilized.

#### *3.4. Validity and Reliability*

In order to prepare the questionnaire, first, experts' views were elicited and then the research questionnaire was finally revised. Based on the data illustrated in the following table, it is seen that (kmo) coefficient for 32-item social health questionnaire is 0.898, indicating the sample adequacy. Also Bartlett value is meaningful at 0.01 indicating that factors' separation has been appropriately done based on factorial loads and factors don't overlap each other.

In order to calculate the reliability of every scale, Cronbach Alpha was separately calculated and the results are: social wellbeing: 0.92; social capital: 0.82; trust: 0.81; social participation: 0.52; perceived social support: 0.80.

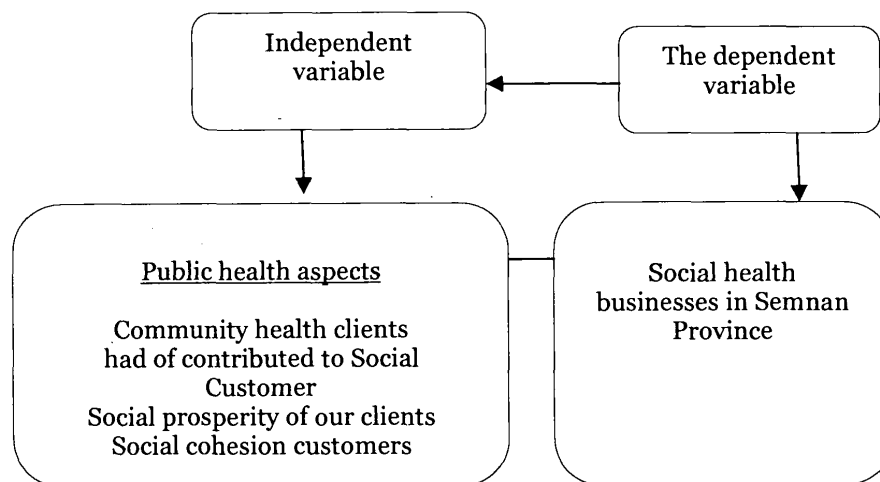
Table 1: The Quantity of Kayzer Mayer–Oklin (Kmo ) and Bartlett Test

0/74101	Kayzer mayer –oklin(kmo)
3254/4120	Bartlett value
398	Degree free dom(d.f)
0/000	Signification(sig)

### 3.5. Introducing Variables and Indicators

Dependent variable of the present study is Semnan commercial companies' social wellbeing, which based on Keyies theory encompasses five dimensions as illustrated in Figure 1.

Figure 1: The Conceptual Model



### 3.6. Spatial and Temporal Domain of the Study

The present study, based on temporal criterion, is sectional which has been conducted in 2011 in form of a survey among Semnan commercial companies' male and female customers.

## 4. Data analysis

The findings were analyzed by using descriptive and inferential statistics and SPSS 15. According to variables' measurement level T-test, ANOVA (Analysis of Variance), Pearson correlation coefficient were used. Also in order to explore the effects of social capital dimensions on social wellbeing, regression equations were used.

### 4.1. Findings

According to calculated result, after analysis, it was found that 45.40% of respondents were female and 54.60% were male. 85.20% were single, 14.8% were married (average age=32). About 84.2 % of the customers were native of Semnan province residing in cities such as Semnan, Shahroud, Damghan, Garmsar, Mahdishahr, Shahmirzad, and the rest of them were non-native (14.8%). Also test of average difference sor commercial companies' social wellbeing according to customers' age has been illustrated n table (4). The results of this table shows that customers' average age at 15-24 is 51.210, ta 26-35 is 36.1243, and ate 37-47 is 30.8740.

The average of customers' social wellbeing in Iran is 99.28; this value according to domain of obtained scores is normal. Investigation of every one of the five dimensions of social wellbeing indicates that the



average of social integration in score domain (40-60) is average and social acceptance in Iran is less than normal (17.3, scores: 7-30), while the amount of social contribution is high (average 22.1: scores' domain: 7-30). Social prosperity, also according to the average of 20.9 and scores' domain (734) is more than normal, and social cohesion of commercial companies in Iran ( average=14.4, scores' domain: 7-22) is normal. Also the average of social capital among commercial companies' customers is 10.5; according to the scores' domain (57-148) social capital of commercial companies' customers in Iran is moderate to high.

The average of interpersonal trust, social trust and institutional trust among Iranian commercial companies' customers are 15, 3.25 and 14.12 respectively. So that it can be said that interpersonal trust and social trust are moderate to high but institutional trust is lower. The average of trust among Iranian commercial companies' customers, in general, is 84.25 which, according to scores' domain, is higher than moderate.

Social perceived support of many commercial companies' customers in Iran has been moderate to high, so that 35.2 % of them enjoy moderate social support and 43.9% enjoy a high level of such support. The average of social participation was 19.36 indicating the low level of social participation (domain=8-30), so that 61.5% of customers enjoy low social participation, 25% moderate and 12% high level of social participation.

Following in data analysis and in order to explain the relationship between social wellbeing and social capital of Iranian commercial companies' customers, different statistical tests were employed as following: as shown in table 2, in exploring the relationship between gender and social wellbeing, T-test was used according to which the hypothesis of meaningful relation between these two variables was rejected. But among social wellbeing dimensions, social contribution dimension (sig=0.0002), social prosperity dimension (sig=0.01) and social cohesion (sig=0.01) were meaningfully related to gender. Based on the obtained average it can be said that regarding social contribution and cohesion males had higher averages than females, but in social prosperity females' average was higher compared to males. Also the findings indicate that there is a meaningful difference between averages of customers' social well being regarding marital status. (sig=0.002). That is married customers enjoy higher social well being compared to single customers( 151.42 vs. 41.25). Also social prosperity dimension and social acceptance are meaningfully related to marital status. That is, married customers enjoy higher social prosperity (52.02 vs. 27.29) and social acceptance (26.15 vs. 1.11) compared to single customers.

Table 2: Test of Mean Differences in Terms of Social Health Variables (Gender Customers)

<i>Stage of signification</i>	Value of (t)	Average of customer	Frequent of customer	Situation of sexuality of customer	
0.0032	0.4120	450.26	650	Man	Community health Customers
		325.56	750	woman	
0.003	3.2410	360.50	800	Man	Had of contributed to Social Customer
		340.65	400	woman	
0.0001	-3.2986	360.27	900	Man	Social prosperity of our Customers
		390.289	500	woman	
0.0001	-3.4510	280.29	450	Man	Social cohesion customers
		190.36	950	woman	
<i>Stage of</i>	Value of	Average of	Frequent of	Situation of	

signification	(t)	customer	customer	customer marriage	
0.0001	-3.24510	830.39	550	single	Community health
		260.87	850	married	customers
0.0001	-2.21870	870.25	450	single	Social acceptance of
		290.02	950	married	customers
0.0001	-	410.36	500	single	Social prosperity of
	6.545430	236.27	900	married	our customers

To determine the relationship between social capital and its dimensions including customers' trust, social participation and social support with customers' social well being (dependent variable), Pearson coefficient was used so that all these variables were meaningfully related to social well being. The obtained results indicate the positive correlation between such variables with dependent variable, so that increased customers' social capital, trust, participation and support, will lead to increased customers' social well being.

Table 3: The Relationship between the Dependent and Independent Variables (N = 1400)

Direction The hypothesis	Correlation	Significance level	The dependent variable	Independent variable
Positive	0.8501	0.0000	Social health	Social enterprise customers
Positive	0.6870	0.0000	Social health	Customers trust
Positive	0.4720	0.0000	Social health	Community Involvement Customers
Positive	0.59330	0.0000	Social health	Social support customers

In exploring the relationship between educational level and social well being and its dimension, obtained findings show that such difference is only meaningful in social prosperity so that the higher educational level the more increased average of social prosperity, and in this regard customers aged 15-24 is 51.210, compared to other age groups. Also the findings showed that Semnan customers enjoy the highest level of social well being (109.28), and Tehran customers (89.94) enjoy the lowest level.

Table 4: Different Tests Depending on the Age of the Average Social Health Businesses Customers

Significance level	Sum	37-47	26-35	24-15	The age profile of customers
	1400	587	281	532	Number
0.00021	30.8740	42.54210	36.1243	51.210	Average

Following in order to show the simultaneous relationship between all independent variables with dependent variable (social wellbeing) and analyzing their relations stepwise multivariate regression was used. The specification of this method is to consider the most important factor one that can put the greatest effect on dependent variable. This procedure is continued in other steps till no independent variable can enter the regression equation. Tolerance statistic was used for variables to not be multicollinear. This value was higher than 0.85 for all independent variables. ( the more tolerance the less multicollinearity). As shown in the table below among the entered variables two variables explain the dependent variable. The first variable is the level of trust (0.8750 based on beta coefficient) has had the highest relationship with social well being.

According to calculate beta for this variable, with one unit change in trust (0.8750), changes in social well being , per cent, will be calculated. Then it is social participation variable explaining 12.5% of changes in social well being. Social well being correlation coefficient with these two variables is simultaneously 0.68 and determination coefficient is 0.84. In fact, by using the variables entered the equation, 74% of dependent variable variance has been explained. That is, 74% of obtained changes in dependent variable are interpreted by trust and social participation.

Table 5 : Results of Regression Analysis to Predict the Social Health of Our Customers Businesses

Sig t	T	Beta	Variable
0.0000	25.2574	0.8750	Confidence of customers
0.0000	3.25410	0.25740	Community Involvement Customers
R=0.463210		Adjusted R square=0.45014 R squar= 0.85210	

Based on calculated beta multivariate regression equation can be illustrated as following:

Social well being= trust (0.8750)+ social participation (0.25740)

## 5. Conclusion

Exploring the relationship between gender and social well being indicated that social cohesion, social contribution and social prosperity are meaningfully different among male and female customers of commercial customers; so that males' scores in social cohesion and contribution are more than females'. The reason probably lies in the fact that males are socially less limited than females causing the males take part in various social areas without any distress, thus considering themselves as a significant part of society and its development. On one hand the amount of social prosperity for female customers is more than males', that is females are more hopeful of the future and society evolution. The findings show that married customers compared to single customers enjoy a higher level of social wellbeing. The relationship between marital status and mental health has been supported in several studies. Even social wellbeing scholars have also emphasized on this relation (Keyes Shapiro & Keyes 2007, Keyes 2004, 2002, 1998). Also social capital is raised as an effective factor on social wellbeing and based on regression model such factors as trust and social participation are the most important in determining the amount of students' social wellbeing. In conforming the findings with the research theoretical frame it can be said that if individuals lose their trust for any reason they will refuse from taking part in social activities, so there isn't any tight link between individual and society, therefore in this condition individuals can't have a positive attitude to their society. Also Patnum points to trust as a facilitator of social actions acting as a mechanism for society control. In their studies, Khayrollahpour (2004), Iman (2008), Behzad (2005), found a meaningful relationship between social capital and trust with mental health. So interpersonal trust in a society and individuals trusts in institutions and organizations, especially those making decisions, and their participations in forming groups and associations lead to their performance and dynamics and also their sense of responsibility for individual and society. Because as stated by Florin and Anderman (2000) and Hugi (1991), social participation, not only leads to individual development but to achieve a shared collective and social identity and the individual feels that s/he is more linked to the society, others and community. Because such participations somewhat satisfy attachment, relations with others, self esteem, perfection and self-actualization and as argued by Halivax when people have participation in the society, in fact, they believe in society order. (Tavassoli, 2003: 76). In general it can be concluded that lack of participation in social activities and distrust avoid individuals being attracted in social frameworks, so the individual feels that there doesn't exist any interface between his individual and social values thus ignoring his social norms and

values (decreased social integration), so he feels that community destiny is associated with external forces or structures rather than community components, and there isn't any potential for community evolution (decreased social prosperity). So individual feels that the society is much complex that people can't understand it and predict the future (decreased social cohesion), so he loses his positive attitudes to the community and even its individuals (decreased social acceptance). With the above attitudes individual loses his competency with the feeling of not being able to play a role in society development and future (decreased social contribution), and finally individual's social wellbeing decreases and the results are personality conflict, social behaviors' disorder, increased corruption, social abnormalities and crimes and etc. so social wellbeing is a significant factor in accepting social norms guiding individual to positive balance and avoiding inappropriate responses. Those people with social wellbeing can cope with the problems showing better performances.

## 6. Recommendations

Due to the significance of social wellbeing in the society it needs to find ways for its increase. In order to increase social wellbeing in a sample according to research theoretical frameworks and obtained results the followings are recommended: these findings showed that trust is one of the main factors for creating social wellbeing in Iranian commercial companies' customers. Therefore, in order to increase social wellbeing among Iranian commercial companies' customers it is necessary to increase their trust in other companies' managers and other social institutions, and one way is presenting clear information through responsible institutions, preferring criteria over relations, and officials' care of customers' demands. In fact if above officials and companies work in order to fulfil customers' collective goals result in their legitimacy continuation and this outcome will be followed with acceptability, satisfaction and trust. Some conditions need to be provided where companies' customers participate in various levels of companies' commercial environment far away from any political issues and problems. Encouraging customers to participate in different affairs can serve as an auxiliary arm for commercial companies' officials in Iran, so that they can hand in hand take steps to society wellbeing. Creating social appropriate interactions in personal and interpersonal relations causes individual to perceive different supports. To achieve this goal it needs to acquire different skills in life which can be strengthened in customers by creating professional group. According to obtained polls from commercial companies' customers, as respondents in an open question, in Iran their main concerns were found including 1. mental relaxation 2. Employment and increased income and etc. Therefore in order to pave the way for social wellbeing commercial companies can help customers achieve their goals through which their satisfaction is met and we will see the increased customers' social wellbeing in specific and society as a whole.

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