A theory of careers that directly links Personality with vocational choice has been propounded by Holland (1959, 1966b, 1973). The theory also includes propositions that link typology of persons to environments. Hardly any study is available that has predicted the differences between housewives and career women, and women entrepreneurs on the Holland Personality dimensions. In the present study an attempt is made to fill in the lacuna. The research questions and hypotheses relating to the differences possible between housewives and career women, and women entrepreneurs on specific dimensions of Holland personality have been developed and stated in this chapter.

Holland has presented a theory of careers (Holland, 1959; 1966b; 1973) on the basis of empirical evidences. It proposes a typology of persons and environments. In order to account for the complexity of human behavior Holland has substituted degrees and patterns of resemblance to models for all or none distinctions among types. The theory has also reconciled
with the simpler concepts of learning theory to cope with the processes of development, stability and change in individuals. Holland uses a single spatial model (a Hexagon) to coordinate all the concepts used in his career theory.

Succinctly stated Holland holds,

"First, we can characterize people by their resemblance to each of six personality types: realistic, investigative, artistic, social, enterprising and conventional. The more closely a person resembles a particular type, the more likely he is to exhibit the personal traits and behaviors associated with that type. Second, the environments in which people live can be characterized by their resemblance to six model environments: realistic, investigative, artistic, social, enterprising and conventional. Finally, the pairing of persons and environments leads to outcomes that we can predict and understand from our knowledge of the personality types and the environmental models. These outcomes include vocational choice, vocational stability and achievement, educational choice and achievement, personal competence, social behavior, and susceptibility to influence". (Holland, 1973, p. 2.)
Holland's types are abstractions of the characteristics of people in different occupations. They are theoretical or ideal types. The types are the products of a characteristic interaction between a variety of cultural and personal factors, including peers, parents, social class, culture and the physical environment. An individual learns first to prefer some activities opposed to others based on his interaction with others and later the activities first preferred become strong interests. These interests lead to a special group of competencies. Interests and competencies create a particular disposition that lead one to think, perceive and act in special ways.

The vocational environments are dominated by given types of personalities and are typified by physical settings posing special problems and stresses.

Holland contends that individuals search for environments that will let them exercise skills and abilities, express their attitudes and values and take on agreeable problems and roles. To a lesser extent the environments also seek individuals who will suit their types through friendships and recruiting practices. An individual's behaviour is determined by an interaction
between his personality and the characteristics of his environment. Holland asserts that given the personality pattern of an individual and the pattern of his environment, one can predict some of the outcomes of such a pairing such as choice of vocation, job changes, vocational achievement, personal competence, and educational and social behaviour.

Holland has enunciated a number of principles in developing the typology and the environmental models. One of them holds that the choice of vocation may be regarded as an expression of personality. Vocational preferences are reported to be moderately correlated with personality and originality (Holland, 1963), self-ratings of ability and personality traits and life goals (Baird, 1970), parental attitudes (Medvena, 1969), and objective perceptual tests (Crutchfield, et al., 1958).

Holland also argues that because people in a vocational group have similar personalities, they will respond to many situations and problems in similar ways, and they will create characteristic interpersonal environments. Findings of a few studies cited by Holland provide some support to this principle (Astin and Holland, 1961; Astin, 1968; Richards, et al., 1970).
It is also contended by Holland that vocational satisfaction, stability, and achievement depend on the congruence between one's personality and the environment (composed largely of other people). Evidences purporting to support the validity of the theory have been summarized in Holland (1973).

Holland claims that the available evidences provide extensive and typically positive support to the usefulness of the theory and its classification scheme. The positive support reported includes the majority of the studies of children, adolescents, and adults of both sexes.

A few studies have investigated personality characteristics of men entrepreneurs. Craft entrepreneur (one who is basically small-scale business owner and interested in self-employment), compared to opportunistic entrepreneur (one who is interested in self-employment primarily interested in growth, expansion and organizational building) is found to be highly realistic and less artistic, and less enterprising and less artistic. Craft entrepreneurs are described, in terms of three letter vocational code, as ERA while the opportunistic entrepreneur as EAI (Scanlan, 1979). In another study
it is reported that entrepreneurs with high need achievement are highly realistic, enterprising and conventional compared to entrepreneurs with low \( n_{\text{ach}} \). (Padmanabhan, 1981). In another study first generation entrepreneurs compared to second generation entrepreneurs are found to be highly enterprising. The first generation entrepreneurs have their personality code as ESR and the second generation entrepreneurs, ERC (Venkatapathy, 1984). In another study entrepreneurs, potential entrepreneurs and managers were compared the entrepreneurs have their personality code as EIC, potential entrepreneurs have their personality code as EIR and managers have the personality code as ASR (Balakrishnan, 1985).

The relationship between personality and vocational maturity is revealed in a study (Putnam and Hansen, 1972). The finding reveals the self-concept to be significantly associated with vocational maturity and that the more liberal a girl's view of her own feminine role concepts, the higher her level of vocational maturity. The feminine role concept which each girl selects appears to be consistent with her self-concept, and her occupational choice appears to implement her self-concept.

Another study reveals that parental identification has bearing on patterning of vocational interest in college males and females. (Heilbrun, 1969). Father-identified males are found to have more primary occupational interests than mother-identified males and male identified with masculine models (mother or father) show fewer
occupational interests and more high or low interest patterns. Females identified with a masculine mother or feminine father have more primary occupational interests than females identified with sex-role-appropriate parents and a higher proportion of positive interests. Females with a feminine sex-role model (either-parent) have fewer occupational interests. The results suggest that feminine mother identification is associated with the most limited positive career interest development for both sexes.

The proposition that career choices of college women are not random and unusual occupational preferences, and usual occupational preferences of adolescent girls may be indicators of future vocational behaviour, receives support in a study (Harmon, 1971).

A study of black women workers in occupational environments reveals that the five scales of the Vocational Personality inventory of Holland differentiated the occupational groups as envisaged by Holland (Bingham, et al., 1978).

Another study of non-professional male and female workers shows that individuals tend to be reasonably congruent with their personality environments (Solomone
and Slaney, 1978). Further support on individual environment congruence is reported in another study of men and women employed in enterprising environments (as sales and insurance managers). In another study on Engineering, Medical and Ministry occupational groups it is reported that men in traditionally male occupations when compared to women in those same occupations tend not to obtain higher mean raw scores on / (Walsh, Norton and Gaffey, 1977). In a study of vocational choices assessed using vocational preference inventory, which has been modelled after Holland Vocational Preference Inventory, Girls are found to differ from boys only in the case of social dimension; girls excel the boys in this dimension. With regard to other dimensions viz., Realistic, Investigative, Social, and Enterprising no difference was found between boys and girls. (Balakrishnan, 1979).

In another study, differences between men and women employed in traditional male occupations have been investigated (BenRiger and Walsh, 1980). The results reveal that the Vocational Preference Inventory scales discriminate to some extent the occupational groups but expected patterns of differences do not always occur within and between occupational groups.
Support to Holland personality theory is found in a study on occupational mobility (Parsons and Wighil, study 1974) the results of the / reveal that stability in a personality type is strongly influenced by the number of jobs available in a particular personality type and the structure of labour market.

Research Questions and hypotheses:

4.1.1. Will there be significant difference between House-wives and Career Women on the E scale of HPI.?

4.1.2. Will there be significant difference between House-wives and Women entrepreneurs on the E-scale of HPI.?

4.2.1. Will there be significant difference between House-wives and Career Women on the C-Scale of HPI.?

4.2.2. Will there be significant difference between House-wives and Women Entrepreneurs on the C-Scale of HPI.
4.3.1. Will different three letter codes emerge within HPI for the three groups being compared?

The work of Holland emphasizes that the personality types appear to grow up, perceive occupations, search for occupations, move among occupations and behave according to certain theoretical expectations. Holland advocates more analytical studies of person environment interactions. Holland has suggested for defining the environment. The Environmental Assessment Technique (EAT) described by Holland provides guideline to assess the population of any institution or group. The EAT entails taking a census of the occupations, training preferences or vocational preferences of a population resulting in a six variable profile.

In one sense the home, the career world and the entrepreneurial environment may be conceived as three types of environment. In field observations and informal discussions with the experts in the field and also Housewives, Career women and Women entrepreneurs suggest that the three sectors differ from one another on several characteristics. It is contended that the environmental pattern of these three have various
degrees of the six types described by Holland. The Home environmental pattern may be represented by the code CSARIE since the dominant type in this environment is the conventional — followed by social and so on. Similarly it is possible to envisage that the career world in general follows the environmental pattern represented by the code RSIACE. In the case of entrepreneurial environment the environmental pattern may be conceived to be EIRSAC. Since each model environment type attracts his personality type it is possible to consider that the personality types of house-wives, career women and women entrepreneurs are logically related to the model environments. Hence the following hypotheses:

4.1.1. The House-wives will score lower than the career women on E-Scale of the HPI.

4.1.2. The House-wives will score lower than the Woman Entrepreneurs on E-Scale of the HPI.
4.2.1. The Housewives will score higher than the career women on the 'C' scale of the HPI.

4.2.2. The Housewives will score higher than the women entrepreneurs on the 'C' scale of the HPI.

In view of the fact that this present investigation is an exploratory one linking Holland personality types to housewives, career women and women entrepreneurs, no directional hypothesis could be advanced with regard to the three letter code characterizing the environmental pattern of home, career world and entrepreneurial environment.
SUMMARY AND CONCLUSIONS

Holland has proposed a typology of persons and environments in terms of six personality dimensions viz., Realistic, Investigative, Artistic, Social, Enterprising and Conventional. The hexagonal model suggests a personality environment congruence in vocational choices. The house-wives, career women and women entrepreneurs seem to have settled down in different styles of life and the Holland Personality Inventory is found to have heuristic value for predicting the position of House-wives, Career Women and Women Entrepreneurs on specific Holland dimensions. In this Chapter are stated the research questions and hypotheses enlightening the possible differences between groups just cited.