CHAPTER XIV

THE OVERVIEW, CONCLUSIONS AND RECOMMENDATIONS

In this study personality characteristics of Housewives, Career Women and Women Entrepreneurs are compared. The House Wives, Career Women and Women entrepreneurs could be studied from the point of view of personality. Most of the psychologists have subsumed the concept of the style of life in the description of personality. Personality presents massive forces from within that may lead an individual to select, create and sythesize certain forms of adoption rather than others.

The review of literature impresses that it is common among women to follow different styles of life. Participation in labour market or remaining in home need not be looked into terms of values. Both contribute to the national economy and also family and social life in their own way. However, individual differences exist with regard to the option to participate in work outside the home or remain as a home maker. The sources of this difference could be traced to individual and cultural factors. Among individual factors, personality characteristics seem to be important.

A role has certain individual dimensions. Typical personality differences are found to be associated with plans
for marriage and career. Typical personality characteristics are found to characterize traditional as well as liberation oriented women. A variety of personality traits have been identified to describe the personality of women in a variety of careers, as well as entrepreneurship.

On the basis of the theoretical analysis of the concepts involved and the socio cultural frame in which the present investigation has been undertaken, hypotheses were formulated purporting to account for difference between Housewives and Career Women and Women Entrepreneurs and are tested in this study.

For the purposes of this study, a sample of 240 women were interviewed and asked to respond to six instruments. Equal number of Housewives, career women and women entrepreneurs participated in this study. The Ss were equally drawn in number from Coimbatore and Bangalore.

The sample frames were developed by three Advisory Committees which had special knowledge of the women in their localities and jurisdictions. The women included in the samples were selected from the respective sample frames using lottery technique. The Ss responded to Internal-External Locus of control inventory, Protestant Ethic Scale, Probablistic Orientation Questionnaire, Holland Personality inventory, Sex Role Inventory and Alienation Questionnaire.
Analysis of variance and Honestly Significant Differance were made use of to determine the dfferences between Housewives and Career Women, and Women Entrepreneurs. Discriminant Analysis was done to find out the scores that provide maximal discrimination between the groups.

The upshot of the findings suggests that systematic differences in personality characteristics could be discerned between Housewives and Career Women, and Women Entrepreneurs. The present study shows that the Housewives are more external, have less Protestant Ethic, less enterprising, more given to sextyping and are more alienated when compared to career women and women entrepreneurs. The differences between Housewives and others are not always consistent; No difference is observed between House Wives and Career Women with regard to powerful others, 'chance' orientation and conventionality though they have more powerful others, chance orientation and conventionality than women entrepreneurs. Similarly the Career Women are more probabilistically oriented than House Wives and Women Entrepreneurs. The findings also reveal that different characteristics are dominant among Housewives, Career Women and Women Entrepreneurs with regard to personality dimensions described by Holland. Conventional, Artistic and Realistic characteristics dominate the personality of Housewives. Conventional, Realistic and investigative characteristics
dominate the personality of the career women. The enterprising, Realistic and Social are the dominant personality characteristics of women entrepreneurs. The findings further reveal that, when all the characteristics investigated in this study are taken together, femininity, investigative personality dimension, alienation, probabilistic orientation, conventional and Realistic dimensions of personality, protestant ethic and Artistic dimension of personality mark the housewives off from other groups. The distinguishing characteristics of career women in this regard are femininity, investigative and conventional personality dimensions, probabilistic orientation, alienation, realistic personality dimension and protestant ethic. The salient characteristics of women entrepreneurs in this regard are investigative personality dimension, femininity, realistic personality dimension, protestant ethic, probabilistic orientation, Artistic and Enterprising personality dimensions and alienation.

CONCLUSION:

It is a moot question to ask whether the personality characteristics contributed to the segregation of the women into Housewives, Career Women and Women Entrepreneurs or whether these women have been segregated into these three categories and have later developed typical personality
characteristics that distinguish one group from the other. Theories of vocational choice emphasize that individuals are predisposed to prefer certain styles of life with reference to choosing occupation in terms of personality characteristics. Admittedly learning, especially social learning plays a greater role in shaping the personality. However, the foundation for learning is stimulated or stultified in terms of certain biological especially genetical factors. What we observe as Housewives, Career women and women entrepreneurs are just a phenomena arising out of the interaction between genotypic and phenotypic personality factors that take place in a particular socio cultural milieu at a particular point of time. Prior to industrial revolution, and even to-day in primitive societies the phenomena of employment as a rational organization was a myth. Similarly the phenomena of entrepreneurship is also a recent creation of rational organization of economy. Viewed in this perspective, the very fact that these different forms of institutions have come into existence and stayed in the contemporary modern industrialized societies suggests that they have been mooted out of the needs of the societies. The economic contribution of Housewives is rediscovered in the writings of modern economists. It seems imperative that every individual should be nurtured to have a balanced socio economic life that suits her. This leads us to the conclusion that all the three have their own role to play...
and deserve equal encouragement in society. The findings of the present study suggest that certain characteristics which are not advantageous to an individual in an industrialized society have come to characterize Housewives. The external orientation, low protestant ethic, less enterprising, conventionality, more sex-typed orientation and more alienation are found to be characterizing the Housewives in contrast to Career women and Women Entrepreneurs. This state of affairs should be taken to reflect the prevailing socio-cultural norms of the population from which the Housewives come from. Possibly, the employment and entrepreneurship provide certain categories of experiences that are absent in the life of Housewives. Johoda (1982) observes that employment as an institution makes it possible to specify some broad categories of experience enforced on the overwhelming majority of those who participate in it. The imposition of a time structure, the enlargement of the scope of social experience into areas less emotionally charged than family life, participation in a collective purpose or effort, the assignment by virtue of employment of status and identity, and required regular activity are the salient categories of experience provided by employment. It is possible that to the extent these categories of experience have become a psychological requirement in modern life the Housewives would suffer from their absence. Possibly, Housewives could have a relative time structuring. However, it is difficult for the Housewives to have wider
social contacts such as employment provides. Johada holds that family relations are as a rule much more emotionally charged than relations with others in employment; for better or worse family relations enrich or impoverish the emotional life. The emotionally calmer climate of relations with colleagues provides more information, more opportunity for judgment and rational appraisal of other human beings with their various foibles, opinions and ways of life (Johoda, 1982, pp.26). It is possible for Housewives to participate in collective purposes and even to gain certain acceptable status by joining social clubs and organizations such as Rota ry International and Lion's International. However, this is not easily practicable for a middle class women in a south Indian culture. The socio-cultural expectations and demands still emphasize that the place of Housewife is home and home only.

Alternatively, it could be emphasized that the characteristics that distinguish career women and women entrepreneurs may be regarded as the resultant of the imposition of the five categories of experiences that are missing in the case of Housewives. Should it be that one should emphasize instrumentality a virtue or emotionality a value in a society? A consideration of the dynamic nature of society suggests that both should be considered complementary for social progress and advancement of civilization. Viewed from this perspective it should be
suggested that society should chalk out ways and means for developing both the forms of behaviour in a balanced manner and provide scope equally for expression of them under conditions pertaining to them. The present findings suggest certain personality characteristics differentiate between categories of women who are more committed to one or the other of the two orientations just cited. In this sense the differences reported in this study are artifact arising out of the nature of industrialized society and its imposing culture. This can hardly be the existential nature of human. It is the task of the psychologists to guide the society to shape the institutions in such a way that one does not emphasize one orientation at the cost of the other. Till then, the individual differences in the enduring patterns of personality characteristics should be taken into account and should be moderated/allowing individual choices to prevail and permitting/individual to actualize all/her potentialities.

RECOMMENDATIONS:

The findings of the study have a number of implications for educational programmes, social policies and research on women.

The educational system should be sensitive to the social changes. In the contemporary societies vast shifts in styles of life especially among women are taking place.
The women education has grown in quantity and quality. A women's university named after mother Terasa has been instituted in Tamil Nadu which highlights the priority given to women education in Tamil Nadu. The National Policy of education 1985 mooted by the government of India gives highest priority for women education.

The awareness for the need for stepping up women's education should be supplemented by an appreciation of real need to foster development among juveniles that would stand in good stead in their future life. Till recently only a minority of women in India choose careers. The number of women who choose to become entrepreneurs is still very low to-day. The findings of the present study shows that emotionality is given a premium in shaping an individual to become House wife. While instrumentality is valued for developing an individual to take up a career or entrepreneurship, Still, the stereotypes regarding sextypes are prevalent in societies. The stereotypes have gained their way into text-books. This should be mended if fair chance is to be allowed for both instrumental and emotional orientations to develop in an individual. The curriculum planning and educational administration may profit out of the findings of the present study.
Marked differences have been found to exist between House Wives, Career Women and Women Entrepreneurs in the present study. Further discriminant functions have been developed using the different variables in this investigation. These can be readily utilized by counsellors for counselling girls with regard to their vocational choice and also marital choice. When an individual is forced to adopt a role that does not suit her personality characteristics, conflict ensues and personal efficacy and well being are jeopardized. Again, one source of marital discord could be identified with improper matching of the aspirations and goals of the husbands and wives. This could be alleviated by translating the present findings into counselling or intervention strategies.

The policy makers should realize the equal contribution of different categories of citizens in respect of the national goals and objectives. A realistic appreciation of human resources should be adopted in planning strategies. The present findings suggest the possible relation between personality and vocational choice among certain categories of women with reference to certain existing roles and institutions. The economic contribution of House Wife should be properly assessed and appreciated by the policy makers. At the same time policy makers, should draw more programmes to encourage more direct participation of women in labour market. It is needless to emphasize that more encouragement should be
provided to women for setting up enterprises. Else, the present trend of domination of male in employment, entrepreneurship and technical education will continue reinforcing only one avenue of human development for the individuals discriminated by genders.

The social policy should lay more emphasis to create more avenues of experiences for the women. Institutions meant to promote the human resources among women should pay special attention to provide equal opportunity for development of instrumental orientation as well as emotional orientation among women. The present inequality in the opportunities for different categories of experiences seems to influence the choices of women. Ideally the social policy makers should try to set the present imbalance found among women. The present study suggests certain characteristics which are not very much valued go with the characteristics of Housewives; on the other hand, certain characteristics which are generally considered to be advantages for efficient functioning are found to be going with career women and women entrepreneurs. Conversely, certain characteristics which temper emotional life of individuals are found to be more pronounced in the Housewives and less pronounced, if not absent, among Career Women and women Entrepreneurs. To whose advantage are these differences? Admittedly, an affirmative social scientist cannot and
shall not risk answering this value loaded question. Suffice it to state that differing pattern of personality and motivational differences characterize different roles in society and a fair opportunity should be provided in society for every individual to choose that pattern of style of life which in her judicious and informed considerations, suits best. The present findings would help an individual in this direction.