CHAPTER I
THE SCOPE OF THE INVESTIGATION

This chapter is meant to introduce the nature and scope of present investigation. With a view that the existential condition of women in the contemporary perspective might provide a background for the present study, an extensive review of the various status of women across different countries is provided in the following pages. This is followed by a reference to the concept of the life style and personality. The need for the present study has been explicitly spelt out. The purpose of the study, the assumptions made in attempting to undertake this investigation, the constraints in the research methodology adopted and the operational definitions of the key terms used in this study are stated. This chapter will provide the basic frame of reference made use of in the present investigation.

Roles as they are, are related to an individual dimension as well as a societal dimension. This necessitates considering the roles of house-wife, career women and women entrepreneurs as styles of life or personality adjustment of individual woman on the one hand and as pattern of adjustment in the society on the other. At the outset it should be emphasized that the two approaches just cited in studying the house-wives, career women and women entrepreneurs may be recognized only conceptually independent of each other. In reality, both the approaches are complementary to each other and they attempt to explain the
behavioral phenomena in terms of personality and role.

The roles of women seem to be based primarily on the psychological fact that women is potentially, if not in actual fact at any given time is the bearer of children whose care at least in infancy is usually her responsibility (Klien, 1973). Pragmatically in the single role called woman, are rolled the triple functions of the breeder, feeder and producer that are associated with woman (Boulding, 1977). Generally, the work done by woman as producer is not duly recognized in economics when it has been discharged as unpaid labour in the household. When the labour takes place outside the precincts of home it is reckoned as gainful employment. It is perhaps because of this distinction between labour done in and outside frame work of home that the contribution of women to social and economic development has been underestimated. This has resulted in women being assigned low social status.

 Anthropological evidence suggests that the great variety of existing families and kinship patterns show a bias towards assigning different roles to sexes, and the bias is in favour of the male. (Babel, 1886; Briffault, 1927; Davies, 1927). However, during ancient civilization women enjoyed a high status compared to the woman in the contemporary European societies. In the past century, several authors have attempted to explain the discrepancy between status enjoyed by women in the ancient period and in the modern time by invoking the
Darwin's Principle of the survival of the fittest. They suggest that at the dawn of mankind there was a state of matriarchy from which women were gradually dislodged by the superior physical strength of men coupled with desire to insure that the property passed on to the rightful heirs (Engels (1884; 1902) and subsequent Marxists (Babel, 1886; Bachofen, 1927) accept 'Mother-Right' as a prototype and ideal form of social organization).

Modern anthropologists reject the idea of original matriarchy on the grounds that distinction could be made between matriarchy and matrilineal kinship system and that there is no support to the idea of a gradual progression from barbarism to civilization or from matriarchy through the subjection to their eventual emancipation. Though women are likely to exercise more power over the products of their work (including their children in the case of arranging marriages) in matrilineal and matriarchal societies. Matriarchy itself does not ensure women equal power with men, (Johnson, 1963; Tanner, 1974; Whyte and Whyte, 1982). Klien (1973) observes that it could be generally deduced that in hunting or nomadic tribes the status of women is usually low, whereas in primitive societies depending for their subsistence on agriculture it is, by and large, relatively high. The status of women was low in pre-industrial society and found to improve in Post-industrial society (Tiffany, 1978)
Data and studies from Sweden and other industrialized countries show low fertility rates of women in child bearing age, the decreasing number of children per family, longer life expectancies and divorce rates tend to increase while early marriage and motherhood tend to decrease the likelihood of employment among women. (Dohlstrom and Liljestrom, 1971). Raising family consumption and standards of living, increasing equal treatment of boys and girls in schools and the current emphasis on quality rather than quantity encourage mother-child interaction, while attitudes of relatives and social circles, ideology regarding child rearing, husband-wife role differentiation and the social prestige of housewife versus the working women discourage woman's participation in work force. Sex roles and socialization in the family in the societies are reported to produce a passive role for women which is at variance with the independent achieving role of an occupational character. Dohlstrom and Liljestrom observe that despite changes in the role and life style of women and social climate conducive to wider personal interests, the current view in the industrialized society of the family as an isolated and therapeutic unit apart from an anonymous society may continue to keep married women in the nurtural role within the home.

A cross-national study has examined the trends in modern woman's labour force participation, effects
of this development, and sources of resistance to it. The analysis has focused on women's work participation rates and the composition of the female labour force in the metropolitan populations of 38 countries of varying levels of economic development. These countries include 16 in middle and South America, 7 in Africa and Asia, 3 in North America, 2 in Oceania and 10 in Western and Southern Europe. These countries were classified into three levels of economic development on the basis of per capital energy consumption and percentage of male labour force employed in non-agricultural pursuits. The analysis reveals women's work-participation rates, which in contrast to male rates, manifests remarkably a high variability. This variability seems to be associated with variations in economic organization and prevailing family system. Specifically, the mean female work-participation rate in countries of the top economic class (39 percent of the work-age metropolitan population) is found to be only eight points above the next economic class. This suggests that overall female participation rates do not increase with economic development. Economic development appears to produce a decline in certain occupations and an increase in others. Private domestic service may be cited as an example of occupation which declines.
Four patterns of female work-participation associated with different social and economic contexts could be identified. When female labour force composition is placed in the context of the total labour force, statistics indicate that economic development is accompanied by increasing proportions of workers of each sex in services and a replacement of male workers by females in commerce. Further examination of the relationship between female work participation rates and birth rates suggests that employment of women is particularly important in underdeveloped areas because of the positive contribution to economic production and the negative effect on fertility (Collver and Langlois, 1962).

The altering scenario of woman participation in workforce is highlighted in the case of women in medical profession. Educational statistics and personal impressions provided by physicians from Europe, Australia, Asia, sub-saharan Africa, Latin America and the United States reveal the international trends for women entering the medical profession (Bowers, 1966). There is a worldwide increase in the number of women preparing for medical careers. The United States, though participating in this trend, has one of the lowest figure (9.1 per cent) of any of the countries surveyed. The inflexibility and duration of medical training and an antifeminine attitude in the medical establishment tend to discourage female
students from pursuing a medical career in U.S. Women's greater control over their reproductive functions should make such careers more feasible, as would greater flexibility in medical education and provision of high quality childcare for children of physician mother. Women could be of particular value in medical specialities that do not attract adequate numbers of men, such as pediatrics, child psychiatry and preventive medicine and public health.

Despite growing political and legal equality and increased female employment resulting from industrialization, women are still hampered by the burden of home and childcare. Women's traditional commitment to the home, maintains their status as low-paid, low-level members of the labour force. In the United States, the employment pattern for women involves gainful employment but ceasing at the birth of the first child, and resuming when the children are older. This pattern causes loss of skills and a narrowing of contacts outside of the family. Socialist countries finance child-care services, but do little to ease the burden of other household duties. Because of the lower level of technological development in these countries, household chores consume more time than in the United States (Markus, 1970).
Employment patterns in some countries such as Hungary, resemble the American pattern of interrupted employment, except that the state supports mothers who stay with their young children. Even in socialist countries, child bearing is viewed as women's primary purpose. Markus suggests that the full female emancipation requires an extensive network of services to assume more of the household work to free women for fulfillment of their employment goals. In addition, making home-making a legitimate, trained profession would allow women who prefer family work to care for several households while other women pursue outside careers. Both in the West and Eastern Europe the status of women in career role is increasingly steep through the last generation. However, even when women were employed, discrepancies exist between women's contribution to lower and middle ranks and to top jobs (Forgarty, et al., 1971). Women with potentiality often find themselves working in the lower and middle ranks while men out number women in top jobs. In US, Norway and Australia women are over five times as likely to be working as secretaries or clerks than men in those countries. In Italy 53 out of 100 male journalists recruited in 1967 had become chief Editors by 1982 but none of the 100 women journalists recruited at the same time has risen any further than the Editor. (The State of the World's women 1985 Report). In developing countries women are found being replaced even from traditionally female task (Castillo, 1977; ILO, 1977).
In Kuwait the country's highest religious law making authorities have come out with a decree that Muslim women be denied the right to vote or run for parliament and the decree is placed before parliament for ratification into law. The authority observes that there is no religious justification for women to demand vote since Islam does not permit women to forfeit the basic commitment viz., bearing and rearing children (The Hindu, 23rd July 1985).

Countries affiliated to United Nation Organization report an increasing tendency to portrait women in professional roles. 65 out of 68 countries today have ratified or acceded to the convention on the Elimination of All Forms of Discrimination against women, thus, becoming legally bound by its provisions to achieve equal rights for women regardless of their marital status, in all fields political, economic social cultural and civil. (The state of the World's women 1985 Report, The Hindu, June 23rd 1985).

The earlier UN women's conferences held at Mexico city in 1975 at the opening of the decade and at Copenhagen, Denmark in 1980 ended in the disarray. The UN women's conference held at Nairobi has arrived at consensus on 'farward looking strategies' - for avoiding discrimination of women (The Hindu, 28th July 1985).
Mead (1967) has outlined male and female alternatives that could occur in the world as the more affluent societies adopt to new life styles. The contemporary characteristics of the American life style are found to be early marriage, marriage being the principle form of adult female-male relationships, parenthood for all couples, separate house for nuclear family, the exclusion of adults other than the parents from the family, female education that emphasizes home making, and increasing involvement of men in domestic activities. The American style also exerts pressure on women to work outside the home to support the nuclear families and high standard of consumption. Mead observes that recognition of the significance of their world role in style setting may cause affluent societies to limit their population growth rates and change their mode of living. When fewer families function as child-rearers, it may free other individuals in the society to operate as individuals unhampered by sex roles. It is possible that personality typing by sex could continue, with women in nurturant, teaching, or curing roles outside the home. It is also possible that attempt to introduce radical new behavioral style may result in ideological or religious counter-revolutions in reasserting traditional sex roles and the primacy of the home. Mead in view of these possibilities suggests that transculturally viable institutional arrangements including social support for women learning
to function economically on their own and education for young boys that emphasizes masculine identity be made to support men and women during the transition to new styles.

The last proposition of Mead receives support in the findings of a study on role adoption among women (Bean, 1983). The most frequently endorsed role adoption strategy found among women in professional jobs typically occupied by men refers to an androgynous strategy that de-emphasizes gender as an issue in the work place and use professionalism to deal with gender related problems on job.

Adler designates the self-consistent unique goal oriented pattern of an individual's movement, the style of life. Life style encompasses an individual's goal, movement and degree of activity, conception of the world, relationship with others and the environment and the characteristic ways of solving problems (Alder, 1956). He regards the individuality in his conception of self and style of life. Adler grants a social component in personality, the degree of which is always developed according to individual's opinion of the facts and difficulties of life. Adler postulates in his law of movement that there is an universal human striving for perfection whenever individuals are in
a position wishing to change the experience and feeling of inferiority and are motivated to overcome the barrier to their accomplishments. Human life requires movement directed towards achieving mastery over the external world. In this process of striving for perfection, individuals might turn weakness into an outstanding strength. This overcompensation is termed the masculine protest and is attributed to women who wish to transform into a man. Style of life is said to shape social interaction; the growing self creatively moulds the total person in an active adoption to the physical surroundings and to other people in pursuit of the goal. The three life tasks considered by Adler as crucial tests of the life style include friendship, occupation and sexual love and marriage.

The term personality as used by other psychologists (Allport, 1937) subsumes the concept of style of life propounded by Adler (1956). Most psychologists conceive personality as referring to a unique organization of traits characterizing an individual, and influencing his/her interaction with his/her environment, social and non-social. They emphasize motives and behavioral patterns serving to differentiate people, particularly in a social context, (Kliemmuntez, 1967). This broad conception of personality facilitates the inclusion of a number of variables pertaining to relatively long enduring disposition of individuals into the rubric of personality.
Levenson (1959) observes that just as social structures present massive forces which influence the individual from without to certain forms of adoption, personality presents massive forces from within, which lead an individual to select, create, and synthesize certain forms of adoption rather than others. General support to this proposition is found in studies relating to women in profession. Life structure components (Schlesinger, 1981) coping style (Surti and Sarupriya, 1983) aptitudes and aspirations (Finch, 1981) uniqueness (Hughes, 1981) and androgyny (Garrett, 1982; Tashner, 1983) have been reported to be the characteristics of women in profession. Both traditional sociological theory and personality theory are open to criticism in that the former assumes that the individual role definition is determined almost entirely by social structure and the latter assuming the individual is considered relatively independent of his socio cultural environment (Levenson, 1959).

NEED FOR THE STUDY:

Many are the gains accrued in studying the personality characteristics of women in enacting the roles of housewives, career women and women entrepreneurs. The role assigned to individuals called women is changing fastly in recent years. The feeder-breeder functions which
were over weighed in preference to producer function in and outside the home in the medieval time are now moderated in society. Not only the society has become sensitive to the contribution of unpaid labour taking place within the family fold as a factor in economics, but also come to regard increasing participation of women in the employment market as contributing to self-actualization of potentials (Astin, 1971; Theodor, 1971; Cartwright, 1972).

Several are the reasons for the shift in emphasis of the roles of women. Firstly, in several countries the scarcity of labour market compels the consideration of women to be included in the labour force. Secondly, the scientific investigations suggest that there could be hardly any career position that cannot be successfully discharged by women. Comparison of the male and female on specific psychological characteristics including skills and temperaments suggests that skills and other psychological factors are equally distributed among men and women in most of the cases and even when differences have been found on certain traits they really do not warrant discrimination on gender in employment. Thirdly, the political climates in several countries are inspired by egalitarian, democratic ideologies and the right of every person irrespective of sex, creed or colour has to be duly recognized by the executive, judiciary and the legislature. This trend of thinking is reflected in the proclamation of UNESCO. The
International Women Decade from 1975 to 1985. Lastly, but not the least, anthropologists, sociologists and historians have shown the role played by culture in sex-typing various positions in social vocational economical and political spheres. Their writings impress the futility of sustaining and maintaining any role distinction based on gender in any society.

As a consequence of the forces cited different styles of life or roles among women have come into existence in all the countries both in the West and East European and Third world countries.

In Indian society more women are now turning towards gainful employment outside the home or look forward to self-employment. Scientific understanding of these sections of women is essential for promoting interests of the political, economic and social institutions. The humanistic objectives of encouraging individuals to choose a variety of styles of life that might bring personal satisfaction and social progress could be furthered by a study of house-wives, career women and women entrepreneurs.

A study of personality factors contributing to different styles of life will clarify certain issues in personality theory. When certain personality variables have found to contribute or not contribute to certain specific set of
behavior, it is possible to gain feedback on the validity and applicability of theories that use them in their explanation of the behavior in question. The processes of role development could also be understood by studying the personality factors in relation to specific roles. Such studies might further understanding of the personality theories and the role theories posited by different theorists (Levengson, 1959; Carlson, 1972).

PURPOSE OF THE STUDY:

A major purpose of the present study is to compare housewives, career women and women entrepreneurs from the perspectives of personality. The interrelations of personality and role have been discussed by several investigators and the empirical data available on this problem are presented in the second chapter of this thesis. Specifically, the present study investigates the personality characteristics of housewives, career women and women entrepreneur with reference to a set of selected personality variables. The variables include Internal-External locus of control, Protestant Ethic, Probabilistic Orientation, Holland Personality, Sex Role and Alienation.
ASSUMPTIONS:

The following assumptions are made in the study.

1. It is assumed that a personality role congruence exists in the case of house-wives, career women and women entrepreneurs. The congruence is implicit in these roles since the individuals do have a choice to continue or quit the role. This assumption is supported in literature (Sarbin, 1954; McMurry, 1958; Holland, 1975; Scanlan, 1979).

2. It is assumed that the roles of house-wives, career women and women entrepreneur constitute different styles of life followed by individuals and no evidence is available to consider one superior to the other. This assumption receives support in a number of studies (Super, 1957; Bailyn, 1970; Forgarty et al., 1971; Cartwright, 1972; Anya Kaptzyan, 1982).

3. It is assumed that structured personality assessment will yield more valuable and reliable measures of the organization of traits that characterize the S. This assumption is supported by (Eysenck, 1967; Cattell 1946 and Jackson, 1967).

LIMITATIONS:

The study is explanatory in nature. The review of literature shows that studies are available in abundance with regard to the general role and status of women (Altekar, 1956; Mahajan, 1966; Hate, 1969;
There is a dearth of studies that attempt a comparison of the house-wives, career women and women entrepreneurs. The samples of the house-wives, career women and women entrepreneurs used in this study are purposive samples identified for the purpose of comparing the population of house-wives, career women and women entrepreneurs. The samples are drawn from only two cities namely Coimbatore and Bangalore. The samples studied are not regarded to be strictly representative of house-wives, career women and the women entrepreneurs of a given geographical area or region, or of house-wives, career women and women entrepreneurs in general.

DEFINITION OF TERMS:

The following operational definitions are adopted in this investigation:

HOUSE WIFE :: A female married person who recognizes nurturing the members of her family as her responsibility besides her function as wife to her husband, and confines her labour to her home (Boulding, 1977).

CAREER WOMAN :: A female married person who is gainfully employed in an institution in pursuit of a career outside her home.
WOMAN ENTREPRENEUR :: A female married person who recognizes and uses unique relations between society and its needs for career purposes (This definition owes to Scanlan 1974).

It is to be noted that a Career Woman or a Woman Entrepreneur need not by definition be married. However, in the present study the marriage is included in the operational definition as a factor to be controlled in the comparison of the career women and women entrepreneurs with Housewives who are by definition married persons.

LOCUS OF CONTROL :: Locus of control is operationally defined as individual's scores on the 'Internal', 'Powerful others' and 'Chance' scales of the Internal-External Locus of control inventory (I-E I, Venkatapathy, 1983).

PROTESTANT ETHIC :: Protestant Ethic is operationally defined as the score of the individual on the protestant ethic scale (PES) (Mirels and Garrett, 1971).

PROBABILISTIC ORIENTATION :: Probabilistic orientation is operationally defined as individual's score on probabilistic orientation questionnaire (POQ) (Narayanan, 1983).
**HOLLAND PERSONALITY DIMENSIONS**

Holland Personality dimensions are operationally defined as scores of the individual on the six scales of the Holland Personality Inventory (HPI, Narayanan, 1981).

**ANDROGYNY**

Androgyny is operationally defined as the androgyny score of the individual derived from the Masculine and Feminine scales of the Sex Role Inventory (SRI) exclusively developed for present investigation by the investigator.

**ALIENATION**

Alienation is operationally defined as the score of the individual on Alienation questionnaire (AQ, Vendal, 1981).

**SUMMARY:**

Roles have an individual and social dimension. House-Wives, Career Women and Women entrepreneurs could be studied from the point of view of personality. Tripple functions of the breeder-feeder-producer are usually associated with women. The labour done within home by a housewife is often lost sight off. Different roles are assigned to individuals based on their differences in gender. The notion that one gender is superior to another does not stand the scrutiny in terms of historical and scientific evidences. Various forces in the contemporary societies require increased participation of women in labour market. Efforts to minimize the degradation of women has met with
moderate success in the modern world. Futuristic projection suggests that transculturally viable institutional arrangements could be made to encourage women/participate in career and entrepreneurship. Most psychologists have subsumed the concept of the style of life in the description of personality. Personality presents massive forces from within that may lead to an individual select, create and synthesise certain forms of adoption rather than others. The present investigation attempts to identify the personality characteristics that discriminate the housewives from the career women and women entrepreneurs. Indian women are turning toward gainful employment outside their home or look forward for self employment. Scientific understanding of them will further the interest of political, economic and social institutions. The major purpose of the present study is to compare housewives, career women and women entrepreneurs from the perspectives of personality. As in the case of any research investigation this investigation also had a few basic assumptions on which the study is built. The study is exploratory in nature and shares a few constraints that are common to studies of its kind. The study uses a few key terms which are operationally defined in the opening chapter.