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Research Article

VALUES AND SATISFACTION WITH LIFE AMONG MALES AND FEMALES WORKING IN AREAS WHICH HAVE SO FAR, BEEN DOMINATED BY MALES

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ABSTRACT

Research indicated to find gender difference and correlation on values and satisfaction with life among males and females working in areas which have, so far been dominated by males. A purposive sample of 130 employees (65 males & 65 females, with age ranging from 20 to 40 years, with minimum education S.S.C.) was selected from manufacturing units, State Transport Buses, petrol pumps, Pune, Maharashtra, India. They responded to Comprehensive Value Scale by Agarwal (2013) and Satisfaction with Life Scale by Diener & Pavot (2006).

It was concluded that females scored higher on satisfaction with life than males ($t=3.42$) at 0.01 level; males scored higher on masculinity-femininity as a dimension of value than females ($t=2.27$) at 0.05 level. No significant gender difference was found on refinement ($t=0.10$), power ($t=0.27$), conscience ($t=0.35$), stability ($t=0.08$), ideology as a dimension of value ($t=1.78$). No significant correlation was found between values and satisfaction with life ($r = 0.009$).

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INTRODUCTION

It is said that there is a woman behind every man's success. But in today's world of equal opportunity, does a woman have to be behind the scene helping the man achieve his success or can she stand along with the man and also work for her own success? Today society is facing financial instability, job instability and increasing inflation due to which women are going out of the home to earn and stand on their feet in a male-dominated society. In such a situation, males face a little uncertainty in terms of job opportunities and loss of hold and power over the weaker sex, which is proving to be no longer weak. This study attempts to understand the challenges the women face and overcome the male-dominated society.

Values: Every individual has a basic set of personal values. Values can range from the belief in hard work and punctuality, to the some psychological values, such as self-reliance, concern for others, and harmony of purpose. They are the deepest beliefs and sentiments of persons. (Singh, 2009). The Comprehensive value scale consists of six principal component factors such as Refinement, Power, Conscience, Stability, Masculinity-Femininity and Ideology. Refinement puts emphasis on goodness. Power means potency. Conscience means materialism versus spiritualism. Stability means values are highly stable and are not amenable as swift change. Masculinity – Femininity is composed of variables like

masculine-feminine, strong-weak, etc. Ideology means political value or ideology.

Satisfaction with Life: Subjective Well-being is person's own assessment of his or her life. SWB (Subjective Well-Being) has three components such as life satisfaction, positive effect and negative effect. According to Diener *et al* (1999), "Satisfaction with life is a cognitive judgment concerning how satisfied a person is with his or her life". (Baumgardner & Crothers, 2012).

Areas which have so far been dominated by males: Today gender continues to be a key organizer of social order. Though women have entered the top management jobs, there are some traditional male dominated professional areas such as, petrol pumps, multiplexes, security personnel, postman, waiters, drivers, ticket conductors and constables which are still dominated by men. (Vieira *et al*, 2008)

Statement of the problem

To study values and satisfaction with life among males and females in areas which have so far been dominated by males.

Objectives of the study

- To study values among males and females working in areas which have so far, been dominated by males.

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- To study satisfaction with life among males and females working in areas which have so far, been dominated by males.
- To study correlation between values and life satisfaction among males and females working in areas which have so far, been dominated by males.

Significance of the study in the context of current status

The research in an attempt to understand values and satisfaction with life, the men and women have, especially those who are working in areas which have so far, been dominated by men, such as petrol pumps, multiplexes, transportation, etc. Society has defined certain areas of work for both men and women. In addition to this society has also accepted certain job areas for them. This study gives an insight into values and satisfaction with life among males and females working in areas which have so far, been dominated by men.

REVIEW OF LITERATURE

Values: Leong & Tata (1990) in their study found that boys valued object orientation, self-realization, and ideas—data more than did girls, and girls valued altruism more than did boys. Brabeck (1983) found that men and women differ in their moral orientations. Schwartz & Rubel (2005) found that men attribute consistently more importance than women do to power, stimulation, hedonism, achievement, and self-direction values; the reverse is true for benevolence and universalism values and less consistently for security values. Ahamed & Ghosh (2012) found that the college students differ significantly in Moral Value, Social Maturity and Life Satisfaction.

Satisfaction with Life: Pihblad & Adams (1972) researched that females were found to be more activity oriented than males, whether with children, relatives, friends or in formal organizations. Widowhood produces a more drastic change in life style and in satisfaction of small town elderly males than it does for females.

Values and Satisfaction with Life: Peterson, Ruch, Beerman, Park & Seligman (2007) in their study found that there is positive correlation between character strength and life satisfaction. Suh, Diener, Oishi, Triandis (1998) found that norms and emotions were equally strong predictors of life satisfaction in collectivist cultures.

MATERIAL AND METHOD

Hypotheses

1. Females will score higher on satisfaction with life than males, working in areas which have so far, been dominated by males.
2. Females will score higher on refinement as a dimension of value than males, working in areas which have so far, been dominated by males.
3. Males will score higher on power as a dimension of value than females, working in areas which have so far, been dominated by males.
4. Females will score higher on conscience as a dimension of value than males, working in areas which have so far, been dominated by males.

5. There will be no difference on stability as a dimension of value among males and females working in areas which have so far, been dominated by males.
6. There will be no difference on value of masculinity-femininity as a dimension of value among males and females working in areas which have so far, been dominated by males.
7. There will be no difference on ideology as a dimension of value among males and females working in areas which have so far, been dominated by males.
8. There will be positive correlation between values and satisfaction with life among males and females working in areas which have so far, been dominated by males

METHOD

Sample: The sample was selected by using purposive sampling method. Total 130 employees (65 males & 65 females) working in areas pre-dominantly assigned to males such as manufacturing units, state transport service, private cabs, petrol pumps, etc from Pune City, Maharashtra were selected. Their age range was between 20 to 40 years. Their minimum educational qualification was 10th Std.

Tools: The following tools are used in the present study:

1. **Comprehensive Value Scale by Agarwal (2013)**
It comprises of 30 items. It is based on popular semantic differential technique. It measures six dimensions which are refinement, power, conscience, stability, masculinity-femininity and ideology. This scale is reliable and valid. It is used for adults.
2. **Satisfaction with Life Scale by Diener & Pavot (2006):** It is a short 5-item instrument designed to measure global cognitive judgments of satisfaction with one's life. The coefficient alpha for the scale is ranged from .79 to .89, indicating that the scale has high internal consistency. The scale is also found to have good test-retest correlations (.84, .80 over a month interval).

Procedure: Individual administration of the tests was done on males and females working in areas which have so far been dominated by males. 'CVS' or Comprehensive Value Scale was administered first, then Satisfaction with Life Scale was administered.

Statistical Analysis: To study the gender differences on and gender differences on values and satisfaction with life 't' test was used. The Pearson's product correlation method was used for find out correlation between values and satisfaction with life.

Observation

1. Permission had to be secured from the workplace owners for data collection of samples or individuals.
2. The individuals on whom the tests were administered did not have the freedom to take time off and answer the questionnaire. Hence, special permissions were taken.
3. It was observed that the women employees were treated with respect by their colleagues, although the clientele did not award the same kind of respect.

RESULTS AND DISCUSSION

Quantitative Analysis: RESULTS

on conscience is 0.35, which is not significant at 0.01 or 0.05 level of significance. Hence hypothesis no.4 is *rejected*.

Table 1 {shows Mean, SD (Standard Deviation), ‘t’ values and df across gender}

Variables	Gender	N	Mean	SD	‘t’ value	df
Satisfaction with Life	Males	65	21.78	5.69	3.42**	128
	Females	65	24.88	4.52		
Refinement as a dimension of value	Males	65	9.97	3.19	0.10 (N.S)	128
	Females	65	9.91	3.55		
Power as a dimension of value	Males	65	7.27	3.00	0.27 (N.S)	128
	Females	65	7.12	3.55		
Conscience as a dimension of value	Males	65	8.35	3.01	0.35 (N.S)	128
	Females	65	8.57	3.87		
Stability as a dimension of value	Males	65	8.18	2.85	0.08 (N.S)	128
	Females	65	8.23	3.46		
Masculinity– Feminity as a dimension of value	Males	65	9.85	4.51	2.27*	128
	Females	65	8.28	3.27		
Ideology as a dimension of value	Males	65	9.43	2.97	1.78 (N.S)	128
	Females	65	8.39	3.68		

**significant at 0.01 level of significance
 *significant at 0.05 level of significance
 N.S: Not Significant at 0.01 or 0.05 level of significance

Hypothesis No. 1: Females will score higher on satisfaction with life than males, working in areas which have so far, been dominated by males: Pihlblad & Adams (1972) in their study found that females were found to be more activity oriented and higher on life satisfaction than males. The mean of females is 24.88, which is higher than males which is 21.78. While SD of males is 5.69 and of females is 4.52. The ‘t’ value on satisfaction with life is 3.42, which is significant at 0.01 level of significance. Hence, hypothesis no.1 is *accepted*.

Hypothesis No.2 : Females will score higher on refinement as a dimension of value, than males working in areas which have so far, been dominated by males: Schwartz & Rubel (2005) found that men attribute consistently more importance than women do to power, stimulation, hedonism, achievement, and self-direction values. The mean of males is 9.97 which is not different than females which is 9.91. While SD of males is 3.19 and of females is 3.55. The ‘t’ value on refinement is 0.10, which is not significant at 0.01 or 0.05 level of significance. Hence, hypothesis no.2, is *rejected*.

Hypothesis No. 3: Males will score higher on power as a dimension of value than females, working in areas which have so far, been dominated by males : Schwartz & Rubel (2005) in their study found that men attribute consistently more importance than women do to power, stimulation, hedonism, achievement, and self-direction values. The mean of males is 7.27 which is not different than females, which is 7.12. While SD of males is 3.00 and of females is 3.55. The ‘t’ value on power is 0.27, which is not significant at 0.01 or 0.05 level of significance. Hence hypothesis no.3 is *rejected*.

Hypothesis No.4: Females will score higher on conscience as a dimension of value than males, working in areas which have so far, been dominated by males: Mueller & Plug (2006) in their study reported that among men, substantial earnings advantages were associated with antagonism i.e the obverse of agreeableness, emotional stability i.e the obverse of neuroticism, and openness to experience; among women, with conscientiousness and openness to experience. The mean of males is 8.35 which is not different than females which is 8.57. While SD of males is 3.01 and of females is 3.87. The ‘t’ value

Hypothesis No.5: There will be no difference on stability as a dimension of value among males and females working in areas which have so far, been dominated by males : The mean value of males is 8.18 and of females is 8.23. While SD of males is 2.85 and of females is 3.46. The ‘t’ value on stability is 0.08, which is not significant at 0.01 or 0.05 level of significance. Hence the hypothesis no.5 is *accepted*.

Hypothesis No.6: There will be no difference on masculinity-feminity as a dimension of value among males and females working in areas which have so far, been dominated by males : The mean of males is 9.85 which is higher, than mean of females which is 8.28. While SD of males is 4.51 and of females is 3.27. The ‘t’ value on Masculinity–Feminity is 2.27, which is significant at 0.05 level of significance. Hence the hypothesis no.6 is *rejected*.

Hypothesis No.7: There will be no difference on ideology as a dimension of value among males and females working in areas which have so far, been dominated by males : The mean value of males is 9.43 and of females is 8.39. While SD of males is 2.97 and of females is 3.68. The ‘t’ value on ideology is 1.78, which is not significant at 0.01 or 0.05 level of significance. Hence the hypothesis no. 7 is *accepted*.

Correlation

Table 2 Correlation among comprehensive value scale (CVS) and satisfaction with life, N=128.

Variables	Values	Life Satisfaction
Values	1	0.009
Satisfaction with life	0.009	1

N.S : Non Significant at 0.01 or 0.05 level of significance

Hypothesis No.8: There will be positive correlation between values and satisfaction with life among males and females working in areas which have so far, been dominated by males: Peterson, Ruch, Beerman, Park & Seligman (2007) in their study ‘found that there is positive correlation between character strength i.e values and satisfaction with life. There is no significant correlation (r = 0.009) at 0.01 or 0.05 level of significance found between values and satisfaction with life among males and females working in areas which have so far been dominated by males. So the hypothesis no.8 is *rejected*.

Qualitative Analysis

- Women are working in male dominated work areas with job roles such as machine operators, drivers, conductors, petrol pump operators, etc. Women are taking up these jobs due to various reasons such as financial constraints, increased inflation, only one earning member in the family, fulfillment of basic needs, education of children, health expenses, ever increasing needs of family, etc.
- These jobs are accepted by women because of low educational qualifications and low socio-economic status. Since these jobs have male domination but are now open to them, they prefer it, for stable work and regular salary.
- Due to stable job and salary, women feel emancipated, decision-makers and have the satisfaction of being financially independent.
- Sometimes these jobs present opportunities to stay away from frustration of continuous household work, financial dependence and dependence on husband or others for small requirements.
- Sometimes the women who work as conductors are teased and degraded by their husbands and in-laws.
- In some petrol pumps, where women were working in large numbers, have to face harassment by the clients.
- Most women employees get co-operation from their colleagues, management and their clients.
- Management employs women employees so they can pay lesser salary to them than their male counterparts.

CONCLUSION

1. There is gender difference found on satisfaction with life among males and females working in areas which have so far, been dominated by males. Females score higher on satisfaction with life than males, among individuals working in areas which have so far, been dominated by males.
2. There is no gender difference found on refinement as a dimension of value among males and females working in areas which have so far, been dominated by males.
3. There is no gender difference found on power as a dimension of value among males and females working in areas which have so far, been dominated by males.
4. There is no gender difference found on conscience as a dimension of value among males and females working in areas which have so far, been dominated by males.
5. There is no gender difference found on stability as a dimension of value among males and females working in areas which have so far, been dominated by males.

6. Males score higher on masculinity-femininity as a dimension of value than females, among individuals working in areas which have so far, been dominated by males.
7. There is no gender difference found on ideology as a dimension of value among males and females working in areas which have so far, been dominated by males.
8. There is no significant correlation found between values and satisfaction with life among males and females working in areas which have so far, been dominated by males.

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