

Demographic factors and Attitude towards Female Employees

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Abstract

Since time immemorial, India has been a male dominated society, but in the past two decades or so, social change has opened the possibilities for women to attain managerial roles in the corporate India. As more and more Indian women are entering the workforce, specifically in the corporate world, this change is in a dramatic contrast to the traditional Indian practices, where a woman's ordinary role has been to marry, raise the children & family and take care of the household. Today, India is a force in the universal economy, with a high demand for talent and the key source of talent is educated Indian women. Though Indian firms have not yet entirely acknowledged or utilized this talent pool, the rising gender diversity in Indian managerial ranks now offers a pathway for change for Indian women. These changes are in large part due to a significant cultural shift in parental perspective that is, an increased acceptance of giving education to girls, which allows for the possibility of women working outside the home, contributing reasonably to the family and even pursuing a professional career. The paper tends to discuss the impact of demographic factors like Age, Gender, Qualification and Experience on the attitude of employees towards Female Employees'.

Keywords: Demographic factors, Attitude, Female employees.

Introduction

There is no confusion in the fact that human beings are the supreme creations of the God and have formed the society for an easy living, but men who work outside and take the responsibility of earning the livelihood show somehow the supremacy over their female counterparts. Women, being soft skinned and the most fine-looking creation of the world used to be considered soft otherwise as well and worked inside the house while taking care of family and children and started depending on men for her totality and that is how the presence of women remained

confined to home instead of workplace which later on took the turn of gender bias. The presence of women at any other place except home fostered the feel of 'gender bias' and led the creation of specific attitude towards women at workplace. Gender bias against working women starts right from the stage of recruitment. Most of the Indian men are not ready to accept that women are capable enough to work side by side with men in all the sectors, other than in a few limited ones like teaching, nursing and in clerical sectors. Although Indian women have started working outside their homes but still they have a long way to go both culturally, socially and economically, to bring in positive attitudinal changes in the mind-set of people. Attitude is an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some object. (William G. Zikmund, 2003).

Attitude towards women has not been very favorable since the beginning of the era. However, with time and modernization people have started looking at women and their roles from a different perspective. The attitude towards working women is empathically changing but the degree of change varies from country to county. It would not be incorrect to say that the developed nation hold more favorable attitude towards women in contrast to developing/under developed nations. Though women have a struggled a lot to make their presence felt but despite of all the efforts and changes Indian society is still dominated by the males be it the father, husband or son in the family or the Boss in the organizations. Indian Women face massive challenges for their contribution in the economy, which undoubtedly depicts the many injustices they undergo in the society at large. While a majority of the women still face discrimination and gender bias, in the last few decades, the number of women successful in politics, technology and business etc. is definitely on the rise. Society has started seeing women in a different perspective. They work as lawyers, nurses, doctors, social workers, teachers, secretaries, managers and officers etc. There is no profession today where women are not employed.

Related Studies

According to Marianne Bertrand, Emir Kamenica, and Jessica Pan (2015) the discrimination towards working women starts from their home itself, the difference in income of working wife and husband impacts marriage formation, the wife's labor force participation, marriage satisfaction and likelihood of divorce which limits women from joining the workplace as home is their priority over job. These differences in the structure of attitudes towards women labor force

participation may be due to various institutional differences in the labor force experiences of women, especially, the childcare system and gender discrimination. On the other hand, the study of Simon Burgess, Carol Propper and Arnstein Aassve (2002) do not support the above study as the researchers did not find any significant relation between women's income, discrimination and separation, rather according to the study both employed men and women prefer to have spouse who are earning more than them, which indicates a favourable attitude towards working women. Omer Caha (2010) also discovered democratic attitude of Turkish society towards women gender roles either in familial or social and political life. A similar result was observed by Jackie Filla and Christopher W. Larimer (2011) in Iowa and Pennsylvania society, where respondents are more supportive of women's ability to govern but less supportive of a need for government involvement to ensure women are represented, compared to respondents in Pennsylvania, which has no women 'interest legislation. Female respondents showed higher levels of disagreement with the stereotype that men are better match for public decision-making than male respondents across both states. Such differences were not as severe in Pennsylvania, a state that lacks gender balance legislation. A study in Pakistan by Uzma Ali, Ayesha Khan, and Seema Munaf (2013) discovered the attitude is influenced by the presence of other working women in the house. The findings revealed that males residing in joint families have significantly negative gender-role stereotypes towards women as managers because in joint families the responsibilities are scattered among various female members of the home, whereas males residing in nuclear families hold a neutral attitude towards women as managers. The research further revealed that males having working mothers also has significant positive attitude towards woman managers as compared to males having mothers who are housewives. In Pakistan women enjoy respectable position and both males and female employees have neutral (not negative) attitude towards women in managerial position.

Objective

To find out the impact of Demographic factors (Age, Gender, Qualification and Experience) on the Attitude of employees' towards Female Employees'.

Research Methodology

The study employed Descriptive research design. Six hundred and twenty five (625) respondents working in Delhi NCR were used as the sample size. Convenience technique was used to select men and women who are employed. Questionnaires and secondary data were also employed to collect data for the study. The researcher used the Statistical Package for Social Sciences (SPSS) to analyze data collected from the field.

Hypothesis 1

- a. There is no significant effect of Age on the Attitude towards Female Employees.
- b. There is no significant effect of Gender on the Attitude towards Female Employees.

Table 1 showing the distribution of respondent according to age and gender

		Value Label	N
Age	1	below 25	80
	2	25-35	392
	3	above 35	153
Gender	1	Male	410
	2	female	215

Table 1 reveals that out of 625 respondents 80 are below the age of 25, 392 fall in the age group of 25-35 and remaining 153 are above the age of 35. Out of the total respondents 410 respondents are males and 215 are females.

Table 2 Showing Levene's Test of Equality of Error Variances (a) for Attitude towards Female Employees.

F	df1	df2	Sig.
.596	5	619	.703

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a Design: Intercept+Age+Gender+Age * Gender

The Levene's test was conducted for homogeneity of variance. The Levene's tests showed that the t value and the significance level ($t = .596$, $p = .703 > 0.05$) showed that the testing results reach an insignificant level. Univariate analysis of variance (ANOVA) was conducted to evaluate the effect of Age and Gender the Attitude of Respondents towards Female Employees.

Table 3 showing Effect of Age and Gender on the Attitude of respondents towards Female Employees.

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	1978.447(a)	5	395.689	9.232	.000	.069
Intercept	643169.781	1	643169.781	15005.867	.000	.960
Age	209.350	2	104.675	2.442	.088	.008
Gender	719.155	1	719.155	16.779	.000	.026
Age * Gender	203.427	2	101.714	2.373	.094	.008
Error	26531.096	619	42.861			
Total	1068420.000	625				
Corrected Total	28509.542	624				

a R Squared = .069 (Adjusted R Squared = .062)

Major Findings

The first null hypothesis pertaining Research Question "There is no significant effect of Age on the Attitude towards Female Employees" was not rejected for $F=2.442$, $p = .088$.

The second null hypothesis pertaining Research Question "There is significant effect of Gender on the Attitude towards Female Employees" was rejected for $F=16.779$, $p = .000$

Hypothesis 2

- a. There is no significant effect of Qualification on the Attitude towards Female Employees.

- b. There is no significant effect of Experience on the Attitude towards Female Employees.

Table 4 showing distribution of respondents according to Qualification and Experience

		Value Label	N
Highest	1	UG	40
	2	Graduation	129
	3	PG	115
	4	Post PG	88
	5	Tech/Prof.	253
Total work experience	1	below 5	226
	2	5-10	256
	3	above 10	143

Table 4 shows that out of 625 respondents, 40 respondents are Under Graduate, 129 are Graduates, 115 are Post Graduates, 88 respondents have done Post PG courses and remaining 253 have done Technical and Professional Courses. Table 4 also reveals that 226 respondents have work experience below 5 years, 256 have experience of 5 to 10- years and remaining 143 respondents have experience of more than 10 years.

Table 5 Showing Levene's Test of Equality of Error Variances (a) for Attitude of respondents towards Female Employees.

F	df1	df2	Sig.
1.739	14	610	.045

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a Design: Intercept+Qualification+Experience+Qualification * Experience

The Levene's tests showed that the t value and the significance level ($t = 1.739$, $p = .045 < 0.05$) showed that the testing results reach significant level. Univariate analysis of variance (ANOVA) was conducted to evaluate the effect of Qualification and experience on the Attitude of Respondents towards male and female employees.

Table 6 showing Effect of Qualification and Experience on the Attitude of respondents towards Female Employees.

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	1371.739(a)	14	97.981	2.202	.007	.048
Intercept	677573.328	1	677573.328	15230.405	.000	.961
Qualification	952.247	4	238.062	5.351	.000	.034
Experience	191.683	2	95.841	2.154	.117	.007
Qualification * Experience	255.442	8	31.930	.718	.676	.009
Error	27137.804	610	44.488			
Total	1068420.000	625				
Corrected Total	28509.542	624				

a R Squared = .048 (Adjusted R Squared = .026)

Major Findings

The first null hypothesis pertaining Research Question "There is significant effect of Qualification on the Attitude towards Female Employees" was rejected for $F=5.351$, $p = .000$.

The second null hypothesis pertaining Research Question "There is no significant effect of Experience on the Attitude towards Female Employees" was not rejected for $F=2.154$, $p = .117$.

Discussion

Gender and Qualification had significant effect on the attitude of the respondents towards Female Employees, this finding is supported by the study of Okhakhume (2008) whose findings revealed that male subordinates had negative attitude towards women leader and subordinates with higher educational qualification showed positive attitude towards women leaders, similar result was obtained by Misra and Panigrahi (1996) where supportive attitude for working women

was associated with higher education. Meba Tadesse (2011) also concluded that male workers hold a less favorable attitude towards female managers than the female workers and the study concluded that gender had significant effect on the attitude of workers towards female manager. Another study by Dr. Kuruvilla and Seema S P (2014) showed similar result where attitude of Males was found to be negative towards women employment and it was considered as a barrier in their growth. Supporting the above results Kristina Gyllensten and Stephen (2005) concluded that Gender played an important role and created high level of stress among female employees than men employees. Multiple roles, lack of career progress and discrimination and stereotyping were more common for women than for men and in particular had a negative impact upon women. However Age and Experience of the Employees does not have a significant effect on the attitude formation towards Female Employees, this finding is similar to study conducted by Meba Tadesse (2011) where other demographic factors like Age, Marital status showed insignificant effect on attitude level of workers. The above finding were found to be different from the results obtained by Okhakhume (2008) where age played a significant role in framing the attitude of employees and revealed that young subordinates possessed negative attitude towards women in leadership position whereas the study by Misra and Panigrahi (1996) demonstrated that younger people had more positive attitudes towards women working outside their homes, but since these studies were conducted in 2008 and 1996 respectively, a shift in the attitude and behavior is an expected phenomenon due to the changing lifestyle, increase in the level of female education and awareness which has thus altered the role and influence of these demographic factors on the individuals.

Conclusion

Though there are many factors that formulate the behavior of employees' but as per the results of the study Gender and Qualification plays most important role in framing their towards the female counterpart. It can be concluded that being a Male or Female significantly impact the attitude formation. As per the other studies there are other demographic factors like Experience and Age which influence the attitude but the present study shows that age and experience have insignificant effect on the attitude of employees. Attitude and thinking of employees is not dependent on age and experience and remains same irrespective of it. It depends on the individual how they behave under a given condition, people who have worked with female

employees tends to possess a favorable attitude but employees those who have never worked under or with female employees holds very rigid and unfavorable views against them. Further research can be conducted to find out the effect of other demographic factors like Type of Organization (Public or Private), Place of Organization (Urban or Rural), marital status etc on the attitude of employees towards Female Employees’.

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