

# A Study on Family perception and Quality perception of Women Executives in Chennai City

**Dr.M.Sakthivel Murugan**

Professor in charge, D.B.Jain College, Chennai-600097,  
profmsm57@gmail.com

**Dr.T.Sujatha**

Department of Accounting And Finance,  
Associate Professor, SIVET College, Gowrivakkam, Chennai-600073, sujathajeevi@gmail.com

## **Abstract**

*Women is always have positive thinking and action to achieve better work role in the organization. Women always work towards achieving their career plan well and implement in time. The various research studies focus on relevance of women executives globally the perception of women towards work is positive and assertive nature. There is a significant upliftment and achievement of women work force in various sections in the corporate social and other fields. In this context, the present study is attempted in Family perception and Quality perception of women Executives in Chennai city which may lead to business performance.*

## **Keywords**

*Financial prudence and family well being, career advancement, partner's abetment, Factor of perseverance, logical supremacy.*

## **Introduction**

Women is always having positive thinking and action to achieve better work role in the organization. Women always work towards achieving their carrier plan well and implement the same in time. They always maintain work ethics in the organization and have belief in them and develop Independent work style. Women officers and managers reach the top position with the sense and help of struggle of hard work and maintain work balance and they put their efforts regularly and consistently with the help of which they achieve their position and targets.

The various research studies focus on relevance of women executives globally. Women in corporate or non corporate they do their task with potential skill and ability to achieve the status in the Global business and economic system.

### **Perception of women Executives**

Women are positive in mind, thinking as well attitude in order to complete the work process. Women is always aim of doing work systematic, punctual and hard working nature make them provide better work culture and environment in the business. The perception of women towards work is positive and assertive nature. The attitudes and behavior of women managers are designed by their strong belief in various and belief in the society as well in the organization. Every Women has inborn and inbuilt values which helps them to have better background and supported by their education and culture. The value system inculcated by the Women about freedom and equality are vital in shaping and developing better work atmosphere.

### **Women Executives in the organization**

Women managers are well trained and tuned to encounter certain attitudes while they grow in various positions and levels in the corporate system. Women executive do their job effectively and efficiently. Women in general have developed the concept of committed to job irrespective of problems, grievances and difficulties which they encounter while discharging their duties. Women employees are always having ability, skill and Intellectual competency in order to achieve targets and their success in the business. Women are always better organized and prepared well in advance when they do presentation and they have the habit of maintaining balance mind. The women faces lot of problems but they come up well in the business work environment set up. The problems which are encountered by women executives are narrated as under:

- Family Problems
- Organizational Problems
- Social Problems

## **Relevance of the Study**

This study of the perception of women executives are relevant on order to understand their strength and confidence in the business society. Traditionally always they have been overruled, compromise and sacrifice but times are changing with the help of Women empowerment which helps Women to empower environment of work. There is a significant upliftment and achievement of women workforce in various sections and various positions in the corporate, social and other fields. Women are slowly and steadily moving in to higher. Occupational positions and attain professional qualifications which pave the way for going up in the ladder in all front. They are marching well in school, college and professional educational set up which helps them to march their position and work culture and performance coupled with profitability and productivity. The Women executives have multiplied their position in the recent years. There is greater awareness among the society to provide to girl child tall levels due to which women executives have gone up considerably. Women empowerment system also another source of inspiration for women to march ahead. Hence, this study of Women Executives perception is attempted in this research paper.

## **Review of Literature**

The research studies pertaining to Women and Women executive perceptions are elaborated as under in order to frame and design and develop research study pertaining to perception of Women executives.

- **Savithri (May 2002)**

This study attempted to study the inconsistent of perception of Women executive job and their image. The study reveals the stress to Women is there in the work culture. Stress is not managed properly which will affect the work environment of Women managers in terms of decision making and their business performance.

- **Srinivasagalu (2001)**

This study focused on the socio economic back ground of Women executives and entrepreneur This study analysed the constraints of executives as well as the qualities of Women managers. The performance of Women managers are based on personal factors like family

members cooperation and support. This study also touched the stress management of women executives in the Indian corporate sector.

- **Shobana Ramachandran (2001)**

She has narrated that Women should shed her inhibitions and establish their Position in corporate environment. Women must meet the challenges more effectively. Women have won many battles in general and in the same way, Women will establish their position in business. The success of women executives in business is based on the support and encouragement from their family members.

- **Manjulike koshal, Rajendra koshal (2001)**

Women today is better educated and enjoy more occupations worldwide. Few Corporate have debated that flexible managerial styles and their approaches are useful for maximum use of human resources management. Women enjoy uniqueness of interactive management skill that is need of the hour for the organization of future if the future economics of tomorrow wants to complete 21<sup>st</sup> century.

- **Padma (2002)**

This study identified the workplace harassment of the company to implement the Following guidelines such as people friendly policies and practices. High standard of ethical behavior will provide respect and sensitivity This paper concludes that harassment is a problem that can have serious economic and intangible effects on both victim and the accused.

### **Research Gap**

Various research studies review illustrates the necessity of studying the perception of Women executives in the corporate sector. Based on this research literature review, the present study is attempted to view the perception of women executives in various business organizations.

### **Research Methodology**

This study is conducted with the help of primary as well as secondary data. This research study is descriptive and analytical nature. The reliability test of questionnaires are tested, With the help of Cranach alpha method. The questionnaires circulated to Women executives in different business organizations in Chennai and finally 350 questionnaire verified as correct with the help of Random sampling method.

## Data Analysis

The factor analysis and correlation analysis of statistical methodology adopted to analyse the factors of perception of women executives pertaining to family and quality.

## Discussion and Analysis

Women Executives have to balance home and work environment. They are given importance to hard work or efficiency where in Women executives have a role to play. The statistical analysis of multivariate tool of factor analysis is attempted in this study along with correlation Analysis.

## Factor Analysis

It is a multivariate tool with the help of which large number of factors are reduced to variables in to major factors.

### Perception of family

The use of factor analysis is attempted to study 16 variables of family perception. Basically family factors are childcare, spouses choice and family welfare. The table 1 illustrates the Factors pertaining to family perception.

**Table 1**

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.950	62.187	62.187	6.210	38.813	38.813
2	1.462	9.138	71.325	3.155	19.720	58.533
3	1.040	6.501	77.826	3.087	19.293	77.826
4	.680	4.251	82.077			
5	.598	3.737	85.814			
6	.453	2.834	88.648			

7	.397	2.479	91.127			
8	.316	1.977	93.103			
9	.218	1.364	94.467			
10	.208	1.297	95.764			
11	.194	1.209	96.974			
12	.158	.990	97.964			
13	.127	.793	98.757			
14	.088	.548	99.304			
15	.069	.430	99.734			
16	.043	.266	100.000			

Source: Computed Data

The table 1 reveals that 16 variables of perception of family of Woman executives are reduced to 3 factor with 77.826% of variance.

**Table 2**

	Component		
	1	2	3
<b>fp1</b>	<b>.879</b>		
<b>fp3</b>	<b>.877</b>		
<b>fp4</b>	<b>.866</b>		
<b>fp2</b>	<b>.864</b>		
<b>fp10</b>	<b>.749</b>		
<b>fp9</b>	<b>.716</b>		
<b>fp8</b>	<b>.705</b>		
<b>fp11</b>	<b>.648</b>		
<b>fp13</b>	<b>.590</b>		
<b>fp5</b>		<b>.845</b>	
<b>fp7</b>		<b>.809</b>	
<b>fp6</b>		<b>.797</b>	
<b>fp14</b>			<b>.826</b>

<b>fp15</b>			<b>.800</b>
<b>fp16</b>			<b>.634</b>
<b>fp12</b>			<b>.607</b>

Source: Computed Data

**The following table gives the details of the variables.**

Fp1	Always toiling with family commitments	0.879
Fp3	Family commitments impedes my career development	0.877
Fp4	Control of spouse affects my economic independence.	0.866
Fp2	Channelized my efforts to support the family economically	0.864
Fp10	Family health is very much affected due to my more concentration on job.	0.749
Fp9	It is very difficult to balance between job and family	0.716
Fp8	Children care is very much affected by my approach	0.648
Fp13	My income is considered secondary by my Family.	0.590

Rotated matrix tables of variable illustrates positions of each factor. The above table identifies the 13 factors from fp1 to fp13. The factor 1 consist of family welfare and financing the family. Therefore, it can be called as “Financial prudence and family wellbeing”

**Table 3**

Fp5	Family members encourage my career	0.845
Fp7	Spouse is broadminded in giving independence	0.809
Fp6	Support of family members is indispensable for my career	0.797

The factors fp5, fp7 and fp6 deals with career advancement.

**Table 4**

Fp12	Before and after marriage my perception remains the same	0.826
Fp14	I am duty bound to act according to my husband’s direction.	0.800
Fp15	My career advancement depends on my husband’s nature.	0.634
Fp16	My concentration in my office is affected by family commitments	0.607

The fp12, fp14, fp15, fp16 illustrates analysis of family perception. The variables are based on the support of spouse in the career growth of women executives which is called as “Partner’s abetment”.

### Perception of quality

Factor analysis is employed to know the 14 variables of quality perception. Quality perception is concerned with mindset and approach of Women pertaining to their performance. Quality perception variables include factors like, women’s ability to handle risk, problem solving skills and self motivation.

**Table 5**

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.204	65.746	65.746	7.063	50.451	50.451
2	1.958	13.988	79.734	4.100	29.283	79.734
3	.718	5.126	84.860			
4	.657	4.690	89.550			
5	.316	2.259	91.810			
6	.294	2.098	93.907			
7	.249	1.775	95.683			
8	.193	1.379	97.062			
9	.107	.763	97.824			
10	.085	.609	98.434			
11	.077	.548	98.981			
12	.067	.482	99.463			
13	.041	.294	99.758			
14	.034	.242	100.000			



This table indicates that 14 variables of quality perception is reduced to 2 major factors with 79.734% of total variance.

**Table 6**

	Component	
	1	2
<b>qp10</b>	<b>.896</b>	
<b>qp14</b>	<b>.888</b>	
<b>qp12</b>	<b>.885</b>	
<b>qp9</b>	<b>.885</b>	
<b>qp13</b>	<b>.854</b>	
<b>qp8</b>	<b>.850</b>	
<b>qp11</b>	<b>.818</b>	
<b>qp7</b>	<b>.801</b>	
<b>qp6</b>	<b>.779</b>	
<b>qp2</b>		<b>.912</b>
<b>qp1</b>		<b>.860</b>
<b>qp3</b>		<b>.800</b>
<b>qp4</b>		<b>.799</b>
<b>qp5</b>		<b>.733</b>

**Table 7**

Qp10	Tenacity of purpose	0.896
Qp14	Emotional stability	0.888
Qp12	Innovative creativity	0.885
Qp9	Determination	0.885
Qp13	Honesty	0.854
Qp8	Motivation	0.850

Qp11	Knowledge about work area	0.818
Qp7	Foresight and presence of mind	0.801
Qp6	Capacity for risk bearing	0.779

This table analysis ascertained that women executives have the perception of quality of reasoning, determination, creativity, resourcefulness and soon. This factor is termed as factor of perseverance Factor 2 consists of the qualities ranging from qp2, qp1, qp3, q4 and q45

**Table 8**

Qp2	Capacity to work hard	0.912
Qp1	Self confidence	0.860
Qp3	Ability to communicate effectively	0.800
Qp4	Problem solving ability	0.799
Qp5	Organized way of working	0.733

This table illustrates that women are having capacity to work hard, effective communication, and they work in an organized manner. This factor is called as logical supremacy.

### **Correlation Analysis**

Correlation is a statistical measure establish relationship between two or more variables.

### **Family perception**

The factor analysis identified the 3 types of factors in Family perception such as

- Financial prudence and family wellbeing
- Career advancement.
- Career abetment.

Karl pear son's coefficient of correlation is applied on these factors and the following results and arrived.

**Table 9**

		<b>FPF</b>	<b>CA</b>	<b>PAB</b>
FPF	Pearson Correlation	1	.466	.279
	Sig. (2-tailed)	-	.000	.000
	N	435	435	435
CA	Pearson Correlation	.466	1	.252
	Sig. (2-tailed)	.000	-	.000
	N	435	435	435
PAB	Pearson Correlation	.279	.252	1
	Sig. (2-tailed)	.000	.000	-
	N	435	435	435

The correlation analysis table identified that the financial prudence is positively correlated with career advancement and partner's abetment where as career advancement and partner's abetment are not correlated. The women executives agree that their family members encourage their career and their spouse is broadminded in giving independence, they inform that they are able to concentrate on their job based in the support of family members who are indispensable for their career. It is concluded that the financial prudence of women Executives family which resented in their partners based on the mutual interest of development.

**Quality perception**

The study of factor analysis identified the two factors in the perception of quality namely.

- Factor of perseverance
- Factor of logic supremacy.

**Table 10**

		<b>FOP</b>	<b>LS</b>
FOP	Pearson Correlation	1	.396
	Sig. (2-tailed)	.	.000
	N	435	435

LS	Pearson Correlation	.396	1
	Sig. (2-tailed)	.000	.
	N	435	435

This table clearly identified the fact that the factor of perseverance is positively correlated to supreme position. The women managers have the firm perception of purpose, emotional stableness with the help of which they are easily able to manage the critical environment of business. The managers open mindedness and also they have thinking of innovation which provides the way for creativity of mind and action.

The women executives have the strong desire and determination to work in any kind of situation and environ. Their honestly help them to come up in the organization. They have the strong feeling of motivation in the business and their devotion provide base for development of knowledge.

The women executives have the feeling of blessed with good foresight and presence of mind which help them to make proper decision. Training provided by the organization is to meet the risk attached with work as well in the organization.

### **Conclusion**

The women executives perception on family and quality illustrates they are able to perform well with the help of family and they are to bring quality of performance in the business. It is concluded that the family perception of women managers are financial prudence and family well being, career advancement and partners abetment. The quality perception brings the factor of perseverance and factor of logical supremacy. It is concluded that there is strong correlated relationship of women executives performance in the business with the support of family and the end result is the quality of women executives performance of work in the business which have the positive impact, efficiency productivity, performance and profitability.

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