

## Attitude towards Women: A study of two villages in the State of Uttar Pradesh

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### Literature Review:

Just as every society has an economic and political structure, so too every society has a gender structure. Gender in common usage refers to the differences between men and women. It is an individual's self-conception as being male or female, as distinguished from actual biological sex.<sup>1</sup> Gender is a psychosocial construct, which determines what is expected, allowed and valued in a woman or a man in a given context. It refers to the behaviour attitudes and values considered appropriate for males and females in a particular society; they are context/time specific and changeable. Over time these interpretations develop into gender roles or identities, which presuppose a certain behaviour pattern.

### Perspectives on Gender

West and Zimmerman (1987) define it as "a socially agreed upon biological criteria" They have postulated that gender isn't a trait or a variable but an interactional activity, an accomplishment embedded in everyday interaction. In other words, while some (sexual) differences between men and women appear to be biologically inevitable, others (gendered) are clearly social constructions that have been knit together to serve various purposes at various periods in time.

Risman (1998) identified three distinct theoretical traditions that help understand sex and gender. A first tradition focuses on gendered-selves-the individual level wherein by adulthood men become competitive and work-oriented and women become nurturing and caring. A second tradition focuses on how social structure creates gendered behaviour. It focuses on the dichotomous approach that set women and men in opposition. This view posits that there are particular social roles for which men and women are best suited. A third tradition is the interactional perspective, which emphasizes contextual issues such as situational factors and cultural expectations. These reinforce gender portrayals of 'masculine' and 'feminine' roles as articulated by West and Zimmerman. Coltrane (1989) also investigated role structures as close to gender neutral as possible and still found gendered differences. This validates the widely held view that gender structure is inherent in all societies. The historical perspective focuses on "traditional gender roles" in the sense that they represent family hierarchies as first studied by consumer researchers in the 1950s. This "traditional" positioning is similar to what Parsons (1949) labeled "instrumental and expressive functions," in which husbands embrace the responsibility for providing for the family and wives embrace the legacy of meeting the everyday needs of the family members.

Traditionally, the most basic form of gender was observed within a household, where the expectations for the fulfillment of various specialized household obligations were prominent. Yet, more recently, with the changing compositions of households and many emergent household structures, gender has evolved into a dynamic construct (Firat 1994) even within the household and a marketer must understand the changing nature of how gender is played by spouses in order to understand fully the rapidly changing nature of the household itself. The functionalist perspective of inside/outside roles has been questioned due to the dynamic nature of "gender" Allen and Walker (2000) noted that "although gender is a dominant structural force in families, it

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<sup>1</sup> Encyclopedia Britannica

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is constructed and reconstructed on a daily basis in private relationships." In Marketing, Ferber and Birnbaum (1980) suggested that since "there is a diminishing utility for professional and house work, spouses are likely to find a more balanced sharing of housework beneficial, and the husband may enjoy getting to know the children better." Sussman (1993) predicted that changes within the family will not revert to the old superordinate/subordinate pattern, but rather that equity and sharing will grow in both prevalence and incidence in the coming years. As evinced in literature the sharing of housework prediction appears to have little support, but fathers in the 1990s did spend significantly more time with their children than their fathers did with them (Gardyn 2000). Firat (1994) predicted that post-modernity would be associated with the break between gender and sex categories, arguing that feminine and woman and masculine and man are no longer seen as exclusive representations [what Risman (1998) also referred to as gender vertigo]. While the research cited above would suggest that there is a blurring of gender, whether that is observable in household interactions remains to be established.

### **Gender In Household Decision-Making**

As elucidated in nearly all societies, there has been an inside/outside dichotomy. Women, due to the stronger link to young children because of the birth process and to their generally smaller physiques, have been assigned roles inside the home, while men have been responsible for the outside roles.. Thus, men have fulfilled the more instrumental family roles while women have traditionally fulfilled the more nurturing, supportive roles. To a great extent, these sex-differentiated roles have become perpetuated without being questioned sufficiently as to their appropriateness to modern (or post-modern) society. The patterns changed for some households with the entry of women into the work force, but less so for more traditional sub-cultures.

This coupling of male as "masculine" and female as feminine" has also been documented extensively in India. "The prevailing attitude to women is still conditioned by religious symbolism which highlights the self-sacrificing, self-effacing pure image of women and the preferred role of a woman as a faithful wife and devout mother, whilst at the same time emphasizing the subordination of women, i.e., a daughter or wife is a commodity or possession. Subservience of women is precisely summed up in the famous injunction of the Manu's<sup>2</sup> code, where it is stated that a woman should never be independent. As a daughter she is under the surveillance of her father, as a wife, of her husband and as a widow, of her son or parents or male relative. A woman is always viewed as someone's sister, daughter, wife or mother. The devaluation of women commences at birth with the preference for male offspring as the natural successor in the patrilineal family. A daughter is considered 'another's property' and hence any investment in her development is regarded as fruitless. These attitudes are in turn reflected in higher rates of mortality amongst female infants and young girls as mentioned by Monica Das Gupta (1987). Thus there is overt and formal acknowledgement of the superior status of men moreso in a patriarchal society wherein gender-based subordination is deeply ingrained in the consciousness of both men and women. Sunita Kishor(1993) also reports that despite the increased ability to command essential resources associated with development, female children (in India) do not improve their survival chances relative to male children with gains in development. Non-egalitarian gender equation deny woman an egalitarian decision-making role in family matters.(Jeebhoy,1998). And by marriage the husband and wife are one person in law i.e. the very being or legal existence of woman is suspended during marriage. Belch, Belch, and Ceresino (1985) found rather "traditional" roles with men making the decisions for automobiles and televisions, and women dominating the purchase of appliances, furniture, and cereal. Ford, Latour and Henthorne (1995) have suggested that a less egalitarian and more patriarchal society

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<sup>2</sup> Manu's law as quoted in '*Manusmriti*'

factors less joint decision-making and more husband dominance. Holdert and Antonides (1997) described traditional families as ones with strong traditional role differentiation and autonomous decision-making; husbands as the dominant partner. Thus most investigations indicate that while men and women may take on new structural roles, their allegiance to masculinity and femininity respectively remains undeterred.

Berk and Berk (1979), Pleck and Rustad (1980) and Walker and Woods (1976) found husbands' behavior regarding household production to be the same regardless of the wife's working status. For example, DeVault (1997) found that working wives reported doing more housework than did single mothers. Such findings only make sense when inspected through a gendered lens; without such a lens, "all the talk about egalitarian ideology, abstract beliefs about what women and men 'ought to do' are not connected with the division of family work" (Thompson and Walker 1989). Using a gendered lens, Allen and Walker (2000) concluded "there is no better predictor of the division of household labor than gender. Regardless of one's attitude about 'gender' roles, the resources one brings to the relationship, and the time one has available, there is nothing that predicts who does what and how much one does in families than whether one is a woman or a man." It was not merely an issue of who was good at what but an issue of who is supposed to be seen doing what. Therefore, husbands and wives do not easily take on a task if it calls for crossing a gender boundary. Even when they suggest that they are involved in a task, it may be important to look beyond and verify that involvement includes. Further, given that femininity is often intimately tied with being a woman, Coltrane (1989) observed that some mothers found that relinquishing control over the management of home and children made them uncomfortable. In other words, some women do not wish to not do their gender. Even men do not wish to do a gender that they are not. In other words, they do not want to do gender inappropriately.

The foregoing review suggests that husbands (males) derive a gendered sense of self from not doing things that wives (females) do. In other words, gender role orientation reflects marital values present in the family. Advances made in social legislation and the relative ease with which Indian women secured legal and political equality gives rise to the premise that unlike some of the Asian societies, women's status in India is very high. This premise also led to the presumption that roles within the family were expected to change as women entered the outside domain. However this change is not uniform, society is still dependent on the old roles for their identity. Women, especially rural India are still treated as secondary citizens; very little empirical research has been conducted to investigate their status.

### **Purpose of the study:**

The state of Uttar Pradesh has a rural population of over 13 crores. It is not only the most populous state; it is also one of the most economically and socially backward states of India. Culturally related gender role behaviour where religion, culture and tradition have a strong influence in an individual's personality and behaviour is evident across the length and breadth of this state. Though very plural in character, patriarchy is one of the threads that bind the social fabric of the state. U.P. is symptomatic of the most hierarchical of the societies in the world. The dominant Hindu tradition based on the precepts of Manusmriti ascribes a lower social order to the female; the wife is expected to obey the husband. Thus, traditional role demarcations across gender abound, it provides material advantage to make while placing severe constraints on the role of females. The extent of male focused roles is, to a large extent undertaken by women at the household level, where primary socialization takes place. Boys are taught by their mothers and shown by their fathers how to be a man and they are excused from performing 'female' tasks around the house.

The interest in this paper is to explore the contemporary nature of male dominance. The significance and importance of this study lies in the fact that sexual equality in the area of gender roles is one of the tenets of women's liberation. As several modes of communication, both conventional and unconventional, have made inroads in these areas, most of the family members are exposed to a variety of stimuli. Thus, it can be a preserved attitude towards women is also being metamorphosed from traditional to more modern.

The main aim of the study is to understand the gender role orientation in the selected villages of U.P. and to find out if there are significant differences across villages. It also seeks to find out the domain of factors, which determine male dominance. The secondary objective is to explore the antecedents of marital power in these villages. The study is exploratory in nature.

### **Methodology:**

The village of Dasna and Chapraula adjoining National Capital Region were selected for the study. The selection of villages is providential as they are close to Ghaziabad, which is in the throes of economic boom. Since the study is concerned with roles exhibited by family members, the family was concerned as the basic sampling unit. The importance of the family as a unit of analysis in decision-making is well established (Spiro, 1983). A total of 100 families (50 from each village) were chosen for the survey that acceded to have purchased at least one consumer durable on their own viz. refrigerator, television, two-wheels or car. For selection of families, non-probability convenient sampling was adopted. In each selected family both husband and wife was contacted to respond together in consultation with each other. The respondents were given a list of 28 statements that increased their attitude towards women on the following themes: traditional, conservative and domestic role; marital relations and obligations; division of household task and child-care; freedom and independence; education and vocational role. The statements were derived from the attitude towards woman scale (AWS; Spence and Helmrich, 1978), which is a widely used instrument for measuring gender roles. Many of the items included in this instrument contain statements to which respondents indicate the extent of their agreement; the instrument includes many items that either explicitly or implicitly compare the sex. A total of 19 items in the scale used represented traditional point of view and the remainder 9 a liberal view. A (+) sign after a statement indicates that the statement is low the dimension (pro modern) while a (-) sign indicates that it is anti the dimension (pro-traditional). These statements more sequenced in a way to avoid response bias to the extent possible. The items were scored on a 5-point Likert scale with 1 representing a high score and 5 representing a low score. A list of statements used is reproduced below in Table 1.

### **Analysis and Discussion:**

To find out the level of agreement/disagreement with different statements, the F-Ratio was calculated. The technique of ANOVA (Analysis of Variance) was applied to find out if there is significant variation across villages. A list of calculated values and the decision rule is displayed in the table 2 below:

An analysis of the above table portrays that respondents from two villages show significant variation with respect to statements S4, S10, S19, S20, S24, S25 and S26. These statements reflect the orientation towards education/vocation and marital status. These could be ascribed to the difference in education level of male and female in these villages. Pearson chi-square value at 51.497 shows that male and female are not independent of each other; therefore we conclude that there is variation on account of education between male and female. The variation may be due to

caste/religion as Muslims predominantly dominate Dasna village whereas Jat<sup>3</sup> community dominates Chapraula; the data pertaining to this aspect was however not gathered.

**Table I:** List of Statements Depicting Attitude towards Women

Label	Statements
S1	Women's Proper place is at home. (-)
S2	Women should work only in case of financial need. (-)
S3	Women should concentrate only on their duties as good wives/ mothers. (-)
S4	Women should aspire for a professional career. (+)
S5	Men should share in household tasks such as washing dishes or doing the laundry. (+)
S6	Women should not be given only responsibility outside the home. (-)
S7	In a family, sons should be given more encouragement to get education than daughters. (-)
S8	A husband is to be worshipped like God. (-)
S9	Women should study subjects that are designed to make them the most productive wives/mothers. (-)
S10	For the smooth running of a family, women need to be only moderately educated. (-)
S11	Women should be encouraged to think seriously in terms of having a career. (+)
S12	Young girls should not be permitted as much independence and freedom as boys. (-)
S13	A man should consult his wife when making any major decision. (+)
S14	Women should be assigned insignificant roles in the family. (-)
S15	Women should be considered full partner with none. (+)
S16	Women should be regarded as intellectually inferior to men. (-)
S17	A woman should work only if necessary. (-)
S18	For any important jobs, it is better to choose men instead of women. (-)
S19	The society can progress only if women are given status equal to men. (+)
S20	A husband has the right to expect that his wife should be obliging and dutiful at all times. (-)
S21	It is more important for a wife to help her husband's career than to have a career for herself. (-)
S22	Husbands of working women should consider sharing in household work as a duty rather than as help or favour. (+)
S23	As head of the household, the husband should have more responsibility for the family's financial plan than his wife. (-)
S24	A working mother can establish just as warm and secure relationship with the children as can a stay-at-home mother. (+)
S25	In general, the father should have greater authority than the mother in bringing up of children. (-)
S26	Girls should mix freely with boys. (-)
S27	It is better to have a separate schools and colleges for girls. (-)
S28	Workingwomen should insist that the domestic chores be divided equally between the spouses. (+)

An exploratory factor analysis was also carried out in order to identify the factors affecting the respondents. The calculated Cronbach's alpha at 0.536 for 28 statements showed data reliability. The initial extraction using principle component analysis portrays that there were 11 factors having Eigen values exceeding one. The index for the solution accounts for 69.747% of the total variation which is a good extraction as it is able to economize on the number of choice factors (from 27 it was reduced to 11 underlying factors) while it lost only 30.253% information content for choice variables. The proportion of variance in any one of the original variables being captured by the extracted factor is known as communality. Large communalities indicate that a large number of variance has been accounted by the factor solution.

Factor analysis was again applied on extracted statements as given below. While matching statements with extracted factors it is found that certain factors carrying only one single

<sup>3</sup> Jat Community is an ethnic group spread over Northern India and are mainly agriculturalists (landlord farmers)

statement, a factor analysis is applied again after removing these factors and it is found that the factors are reduced to 08 which explain 64% of total variation.

**Table II: ANOVA**

Labels			Sum of Squares	Degree of Freedom	Mean Square	F-ratio *	Significance	Decision Rule **
S1	Women's proper place is at home.	Between Groups	25.000	1	25.000	19.828	.000	R
		Within Groups	123.560	98	1.261			
		Total	148.560	99				
S2	Women should work in case of financial need only.	Between Groups	1.000	1	1.000	.563	.455	A
		Within Groups	174.040	98	1.776			
		Total	175.040	99				
S3	Women should concentrate only on their duties as good wives and mother.	Between Groups	4.410	1	4.410	3.223	.076	A
		Within Groups	134.100	98	1.368			
		Total	138.510	99				
S4	Women should aspire for a professional career.	Between Groups	18.490	1	18.490	8.917	.004	R
		Within Groups	203.220	98	2.074			
		Total	221.710	99				
S5	Men should share in household task such as washing or doing the laundry.	Between Groups	.640	1	.640	.359	.550	A
		Within Groups	174.520	98	1.781			
		Total	175.160	99				
S6	Women should not be given responsibility outside the home.	Between Groups	.040	1	.040	.023	.879	A
		Within Groups	168.600	98	1.720			
		Total	168.640	99				
S7	In a family, sons should be given more encouragement to get education than daughters.	Between Groups	.010	1	.010	.006	.941	A
		Within Groups	176.100	98	1.797			
		Total	176.110	99				
S8	A husband should be worship like GOD.	Between Groups	2.890	1	2.890	1.918	.169	A
		Within Groups	147.700	98	1.507			
		Total	150.590	99				
S9	Women should study subjects that are designed to make them most productive Wives/mothers.	Between Groups	.040	1	.040	.031	.860	A

		Within Groups	125.120	98	1.277			
		Total	125.160	99				
S10	For the smooth running of a family women need to be moderately educated.	Between Groups	6.760	1	6.760	5.554	.020	R
		Within Groups	119.280	98	1.217			
		Total	126.040	99				
S11	Women should be encouraged to think seriously in terms of having a career.	Between Groups	.360	1	.360	.235	.629	A
		Within Groups	150.280	98	1.533			
		Total	150.640	99				
S12	Young girl should not be permitted as much independence and freedom as boys.	Between Groups	.107	1	.107	.068	.795	A
		Within Groups	152.580	97	1.573			
		Total	152.687	98				
S13	A man should concern his wife when making any major decision.	Between Groups	1.210	1	1.210	.625	.431	A
		Within Groups	189.780	98	1.937			
		Total	190.990	99				
S14	Women should be assigned insignificant roles in the family.	Between Groups	.160	1	.160	.078	.781	A
		Within Groups	201.280	98	2.054			
		Total	201.440	99				
S15	Women should be considered full partner with man.	Between Groups	.360	1	.360	.207	.650	A
		Within Groups	170.800	98	1.743			
		Total	171.160	99				
S16	Women should be regarded as intellectually inferior to man.	Between Groups	.090	1	.090	.046	.830	A
		Within Groups	190.420	98	1.943			
		Total	190.510	99				
S17	A woman should work only if necessary.	Between Groups	.640	1	.640	.358	.551	A
		Within Groups	175.120	98	1.787			
		Total	175.760	99				
S18	For many important jobs it is better to choose men instead of women.	Between Groups	4.410	1	4.410	2.316	.131	A
		Within Groups	186.580	98	1.904			
		Total	190.990	99				
S19	The society can progress only if women are given status equal to men.	Between Groups	19.360	1	19.360	11.885	.001	R

		Within Groups	159.640	98	1.629			
		Total	179.000	99				
S20	A husband has a right to expect that his wife should be obliging dutiful a time.	Between Groups	13.690	1	13.690	17.874	.000	R
		Within Groups	75.060	98	.766			
		Total	88.750	99				
S21	It is more important for a wife to help her husband's career then to have herself.	Between Groups	2.560	1	2.560	1.470	.228	A
		Within Groups	170.680	98	1.742			
		Total	173.240	99				
S22	Husband of working women should help in household works as his duty.	Between Groups	1.690	1	1.690	.985	.323	A
		Within Groups	168.100	98	1.715			
		Total	169.790	99				
S23	The husband should have more responsibility for the family's financial plan.	Between Groups	7.290	1	7.290	5.870	.017	R
		Within Groups	121.700	98	1.242			
		Total	128.990	99				
S24	Relationship of working mother with children is same as stay home mother.	Between Groups	7.840	1	7.840	5.547	.021	R
		Within Groups	138.520	98	1.413			
		Total	146.360	99				
S25	The father should have greater authority than mother in bringing up the children.	Between Groups	15.210	1	15.210	9.168	.003	R
		Within Groups	162.580	98	1.659			
		Total	177.790	99				
S26	Girls should not mix freely with boys.	Between Groups	16.000	1	16.000	9.178	.003	R
		Within Groups	170.840	98	1.743			
		Total	186.840	99				
S27	It is better to have separate schools and colleges for girls.	Between Groups	6.250	1	6.250	3.301	.072	A
		Within Groups	185.540	98	1.893			
		Total	191.790	99				
S28	Workingwomen should insist that domestic chores be divided equally between the spouses.	Between Groups	2.250	1	2.250	1.208	.274	A
		Within Groups	182.500	98	1.862			
		Total	184.750	99				

\*Significant at 0.01 level

\*\* R denotes that null hypothesis is rejected & A denotes that null hypothesis is accepted

Table 3 indicates that after factor extraction, the communality is 0.537 for variable 1, 10.660 for variable 2 50 and so on. It means that approximately 53.7% variance of variable 1 is being captured by the extracted factors together.

**Table III: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.741
Bartlett's Test of Sphericity	Approx. Chi-Square	615.037
	df	276
	Sig.	.000

### Extracted Statements

- ES1. Women's Proper place is at home.  
 ES2. Women should work only in case of financial need.  
 ES3. Women should concentrate only on their duties as good wives/ mothers.  
 ES4. Women should not be given only responsibility outside the home.  
 ES5. In a family, sons should be given more encouragement to get education than daughters.  
 ES6. A husband is to be worshipped like God.  
 ES7. Women should study subjects that are designed to make them the most productive wives/mothers.  
 ES8. For the smooth running of a family, women need to be only moderately educated.  
 ES9. Women should be encouraged to think seriously in terms of having a career.  
 ES10. Young girls should not be permitted as much independence and freedom as boys.  
 ES11. Women should be assigned insignificant roles in the family.  
 ES12. Women should be considered full partner with none.  
 ES13. Women should be regarded as intellectually inferior to men.  
 ES14. For any important jobs, it is better to choose men instead of women.  
 ES15. The society can progress only if women are given status equal to men.  
 ES16. A husband has the right to expect that his wife should be obliging and dutiful at all times.  
 ES17. Husbands of working women should consider sharing in household work as a duty rather than as help or favour.  
 ES18. As head of the household, the husband should have more responsibility for the family's financial plan than his wife.  
 ES19. A working mother can establish just as warm and secure relationship with the children as can a stay-at-home mother.  
 ES20. In general, the father should have greater authority than the mother in bringing up of children.  
 ES21. Girls should mix freely with boys.  
 ES22. It is better to have a separate schools and colleges for girls.  
 ES23. Workingwomen should insist that the domestic chores be divided equally between the spouses.

The correlations matrices are computed & examined reveal that there is enough correlation to go ahead with factor analysis. KMO measure of sampling adequacy (MSA) for individual variables show that correlation is sufficiently high for all variables (Hair et al, 1995). To test the sample adequacy, KMO Measure of sampling adequacy is completed, which is found to be 0.741, which indicated that sample is good enough for sampling. The overall significance of correlation matrices is tested with Bartlett Test of sphericity (approx. Chi-square = 615.037 significant d = 0.00) support for the validity of the factor analysis of data set. Hence all these standards indicate that the data is suitable for factor analysis. Principal component Analysis is employed for

extraordinary factor. The latent root criteria are used for extraction of factors. As per it, only the factors having latent roots on Eigen values greater than one are considered significant, all the other factors with latent roots less than one are considered insignificant & disregarded.

From table 6 it is found that changing attitude is a first dominating factor. From this factor it can be said that there is an attitude shift among respondents towards women. It has been found as the people become more educated that try to shed off their conservatism and try to be more liberal towards women growth. The second significant factor is career orientation. It indicated that the respondents are not in favour of building women career. Since most of the rural respondents are moderately educated, they emphasized that only men are having rights in building their career. Role of women in rural India is explained by the third factor. It specified that women should concentrate more on imparting her duties towards her husband & family rather than taking other responsibilities. It also indicated that she should take care of household activities & all outside activities are to be managed by men. The fourth factor pertaining to education specified that the respondents be in favor of imparting moderate and/or inferior education to women. The fifth factor, pro-husband role, indicated that in rural society anti feminism still exists and has a very prominent position. They are in favor that women should worship their husband & follow their instructions. Factor indicated the gender biasness where girls are not allowed to mix up with boys & where sons dominated the family in terms of getting education & freedom. The study shows that these factors as influencing factors affecting the rural society.

**Table IV: Communalities**

	Initial	Extraction
Women's proper place is at home.	1.000	.537
Women should work in case of financial need only.	1.000	.606
Women should concentrate only on their duties as good wives and mother.	1.000	.689
Women should not be given responsibility outside the home.	1.000	.605
In a family, sons should be given more encouragement to get education than daughters.	1.000	.737
A husband should be worship like god.	1.000	.665
Women should study subjects that are designed to make them most productive wives/mothers.	1.000	.283
For the smooth running of a family women need to be moderately educated.	1.000	.654
Women should be encouraged to think seriously in terms of having a career.	1.000	.666
Young girl should not be permitted as much independence and freedom as boys.	1.000	.706
A man should concern his wife when making any major decision.	1.000	.590
Women should be assigned insignificant roles in the family.	1.000	.617
Women should be considered full partner with man.	1.000	.661
Women should be regarded as intellectually inferior to man.	1.000	.686
For many important jobs it is better to choose men instead of women.	1.000	.703
The society can progress only if women are given status equal to men.	1.000	.558
A husband has a right to expect that his wife should be obliging dutiful a time.	1.000	.675
Husband of working women should help in household works as his duty.	1.000	.543
The husband should have more responsibility for the family's financial plan.	1.000	.641
It is better to have separate schools and colleges for girls.	1.000	.647
A woman should work only if necessary.	1.000	.685
The father should have greater authority than mother in bringing up the children.	1.000	.716
Girls should not mix freely with boys.	1.000	.725
Workingwomen should insist that domestic chores be divided equally between the spouses.	1.000	.738

*Extraction Method: Principal Component Analysis*

**Table V: Total Variance Explained**

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.765	15.687	15.687	3.765	15.687	15.687
2	2.551	10.628	26.315	2.551	10.628	26.315
3	2.106	8.775	35.090	2.106	8.775	35.090
4	1.765	7.353	42.443	1.765	7.353	42.443
5	1.623	6.763	49.206	1.623	6.763	49.206
6	1.266	5.274	54.479	1.266	5.274	54.479
7	1.164	4.849	59.328	1.164	4.849	59.328
8	1.094	4.559	63.888	1.094	4.559	63.888
9	.964	4.016	67.903			
10	.911	3.795	71.698			
11	.850	3.540	75.238			
12	.780	3.251	78.489			
13	.641	2.670	81.159			
14	.630	2.627	83.786			
15	.591	2.463	86.249			
16	.568	2.367	88.617			
17	.457	1.903	90.520			
18	.456	1.901	92.421			
19	.397	1.656	94.077			
20	.345	1.439	95.516			
21	.343	1.431	96.947			
22	.288	1.201	98.148			
23	.254	1.058	99.206			
24	.191	.794	100.000			

Extraction Method: Principal Component Analysis

**Table VI:**

Factor No.	Name of Factor	Statements	Factor Loading
F1	Changing Attitude.	ES8	-.584
		ES9	.602
		ES10	.445
		ES11	.566
		ES12	.651
		ES13	.806
		ES18	.527
		ES2	.581
F2	Career Orientation	ES4	.622
		ES15	.676
		ES20	.596
		ES1	.561
F3	Women Role	ES3	.556
		ES16	.553
		ES17	.487
		ES22	-.483
		ES7	.375
F4	Education	ES14	.456
F5	Pro-husband role	ES6	-.395
		ES21	.491
F6	Gender bias	ES5	-.569
		ES23	.533

## Conclusions

Households today are in the midst of a myriad of changes in their composition, functions, and form. It can be said that issues of gender are central to understanding the changes taking place in households, be it from a marketing perspective or a broader sociological perspective. The results reveal that individual's biological sex does interact with their attitude towards women's role in society. Women are still perceived as having the primary responsibility for taking care of home and family. There is a need for education to change old attitudes and behaviour. A positive change in the attitude could alter the current submissive image of an Indian woman as only a reproductive tool, caregiver and subordination. These findings also suggest that further research with larger samples is required. More insight is also required into family decision-making and particularly issues of gender that may lead to changes in traditional roles.

## Limitations

The study cannot be generalized as the sample size was small and non-probability convenient sampling was used. As the data was collected from husband and wife together, the results could have been different if it had been collected from male members alone. The scores may be a reflection of what they think they should believe than a reflection of true attitudes.

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