

# Development of an attitude scale to measure attitude of women workers towards their job

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■ **ABSTRACT** : An assessment of the attitude of workers employed in cashew industry, towards their job was studied, by standardizing a scale using scientific method. Specific findings of the scale was that, mostly women had a favourable attitude to work (50 % of them were high scorers and 36 per cent were medium scorers). Gender studies have shown ample evidence that wages of women of lower income strata go completely to the family, unlike their male counterparts. They are the major pillars of financial stability for the families at large. Employment was felt a necessity for their own survival and also as a major support to their families.

■ **KEY WORDS**: Attitude scale, Women workers, Cashew industry

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The performance of an industry affects the attitude of the Management and its employees. Hours of work, pay, shift arrangements, dismissals, recognition, protest against management practices are some of the factors affecting the attitude of the work force (Abudu, 1986).

Attitudes are action tendencies and as such they can facilitate or hinder action at all levels – individual group and community (Schwarz and Bohner, 2001) Eagly and Chaikan (1993) defined attitude as a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour.

The same scale cannot be used to measure the level of attitude in different contexts. Scales have to be developed to suit different situations. A widely accepted scale is the Liker scale. This scale uses statements that are favourable and unfavourable to a situation. Each respondent responds according to his perceived attitude. Such a scale is helpful, only if its validity and reliability is established.

An attitude scale on alcoholism was standardised by Coskun *et al.* (2011), which comprised of 83 items that showed satisfactory values of coefficients of internal consistency.

An attitude scale on instructional technology was

standardised by Melin and Yitmaz (2010), for pre-service teachers. Hereinafter factor analysis, the number of items were reduced to 37, and the reliability of the items were also statistically confirmed.

Two Liker type scales were developed by Heathington (1975), to measure positive and negative attitudes towards learning.

Cashew industry is identified as a traditional industry, though the tradition behind it is far too short, not more than half a century (Kanji, 2002). It has been reported that cashew industry stands first as an employment provider, in the organized sector of the State of Kerala. This industry employs 65 – 90% of women. The major feature of this industry is that there is no regular pattern in the spread and distribution of employment in this industry, all round the calendar (Lindberg, 2005). An assessment of the attitude of the workers, employed in this industry, towards their job was studied, by standardizing a scale using scientific methods.

## ■ RESEARCH METHODS

A large number of statements (about 100) were collected from literature and through discussion with subject experts. After listing out these statements, those which were

**Annexure – 1: Statements short listed for the attitude scale**

- 1.\* Women prefer to get employment because it makes family life more comfortable.
2. An Indian woman should supplement her husband's income through house hold production only.
3. Women if employed get more respect from others.
4. Women do not go out to work with males in our society.
- 5.\* Employed women do not get adequate time for their social responsibilities
6. It is below the family's dignity for a woman to go out to work.
- 7.\* With employment, women's social status is elevated.
- 8.\* Frequent outdoor activities and economic independence are traits not suited to Indian culture.
- 9.\* A sense of security is achieved among working women as they are able to save.
- 10.\* An employed male is not expected to share in house hold chores with his employed wife.
11. Women prefer to be employed, as their personal needs are satisfied to a great extent this way.
12. The morbidity is higher among children of employed women, than among non- employed women.
- 13.\* Young women prefer to work to save for their future family life.
14. Outside work is an escape from family responsibilities.
15. A family with a working home maker enjoys more comforts and luxuries.
16. Economic independence acquired by women make them go astray.
17. When the woman of the home goes out to work, the family members voluntarily help in carrying out the house hold chores.
18. A woman should not work, if her husband's income is sufficient for her family.
19. With employment, women are more exposed to the outside world, hence their all round development is possible.
20. Husbands are likely to deviate to alcoholism and immoral ways of living when women are not at home.
- 21.\* Awareness regarding their rights is higher among employed women.
- 22.\* A full time house wife can only ensure happiness to the family.
23. Job outside home gives opportunity to meet many people.
24. Employed home maker's husbands suffer from inferiority complex.
25. When family income is not sufficient, women opt to go out to work.
26. Dual role of women as wage earners and housewives results in ineffective management of both.
- 27.\* Employed women get a real change, when they escape from the conflicts at home.
28. A working woman pays no respect to old family traditions.
29. Family members realize the importance of the women in the family, when she takes the added role of the provider.
30. Employment of women outside home results in the deterioration of family health.
31. Gainful employment gives a good outlet to her energy and time.
32. Family has become weaker, when the house wife is mostly away from home.
33. Employment helps the woman by satisfying her working instincts.
34. A woman should learn to men the house with her husband's income only.
35. Employment of women interferes with marital peace and harmony.
36. Employment gives false prestige and ego to women.
37. A woman's role is in the home and her duty is to run it efficiently.
38. A woman should not work outside, if she has children in the infancy and pre-school period.
- 39.\* Women's earnings from work help to meet the needs of children.
40. An unemployed house maker is the mentor of the home.
- 41.\* Women learn to face difficult situation, when they leave the 4 walls of the home.
42. Problem children are the result of absence of mothers for prolonged periods from home.
43. When resources are meagre, the only alternative is for the women to go out to work.
44. Poor achievement in school by children of working mothers is due to lack of maternal supervision and guidance.
- 45.\* Due to the strain in completing the chores at home and at work place, women's health is affected.
46. Employment gives a chance for women to feel superior.
- 47.\* Children, husband and elders become more demanding, if the woman is always at home.
48. The dual responsibility of working woman make them more tense and deprives her of any leisure time activities.
49. Unnecessary obligations are created when working women have to depend on neighbours or relatives to look after children.
50. Outside work by women leads to equal share of household duties and hence there is no conflict of authority and domination.

not appropriate, redundant or repetitive were deleted. The remaining set of 72 items were listed. Editing was done with due care (Edwards, 1969), with an even mix of positive and negative statements and covering all aspects which may determine the attitude of women towards their work. The list of 72 items were submitted to 25 judges who were known to be experts in the field, for their ratings with regard to the relevancy of the item in a 5 point scale ranging from most relevant (+2) to least relevant (-2). For the sake of brevity and easiness, further screening of the list of statements were done on the principle that statements which were adjudged most relevant by a maximum number of judges were selected for inclusion in the select list of items. A frequency table was prepared for the purpose and finally a set of 50 statements were short listed (Annexure-1).

When the list of statements were administered to a select few of the cashew workers (50) who had been outside the net respondents of the study, it was found that the schedule of statements were quite meaningful. As some of the respondents were illiterate, collecting the responses directly from them was seen to be the most desirable way. The collected responses were coded and subjected to item analysis (Singh, 1993). The Likert's method of summated score (sum of individual item scorers) for each respondent was computed and sorted according to their magnitude. Twenty five per cent of the respondents scoring high attitude was sought to be compared with 25 per cent low scorers (Edwards, 1969). Arithmetic mean over the respondent's score in the 'high' and 'low' groups of each items and 't' values for the differences in their means were computed.

Significance of an individual item indicated that the statements could help discriminate the high attitude scorers against the correspondingly low scorers (Singh, 1965). This served the first criterion for inclusion of item in the proposed scale for attitude towards work. The items showing significant correlation co-efficient with the total scores were identified for selection (Guilford, 1965).

A good scale needs to be standardized in terms of its reliability and validity. In the present case, this was achieved by resorting to computing correlation co-efficient between the sum of scores of items identified and included in the list of statements in the scale which appeared under 'even' serial number with that of the sum of the 'odd' items. Inter reliability test was also done by correlating the total attitude score of the respondents with the odd serial numbered items. The correlation co-efficient of the individual item score with the total attitude score was also worked out for all items.

## ■ RESEARCH FINDINGS AND DISCUSSION

The statements were selected to ensure content validity, according to the procedure laid out by Edwards (1969). Comparing both set of values ('t' and 'r'), 14 statements were found to be significant under both the analysis (Table 1). These statements were administered on 200 respondents to assess their level of attitude. The 't' and 'r' values of all 50 statements are appended (Appendix 1).

Statistical analysis showed that 50.00 per cent of the sample were high scorers, 36.00 per cent, medium scorers and 14 per cent of low scorers.

**Table 1: Item analysis of attitude scale**

Var. No.	Mean H	Mean L	SE - X	SE - Y	dsc-ndx	t-value	Correlation co-efficient of individual items to total 'r'
1.	4.620	4.180	0.490	0.962	0.240	2.881**	0.1971*
5.	4.100	3.760	0.303	1.080	-0.020	2.149**	0.2132*
7.	4.400	3.060	1.402	1.942	0.420	4.074**	0.3285*
8.	1.980	1.820	0.141	0.388	0.000	2.739**	0.1851*
9.	4.620	4.060	0.490	1.018	0.320	3.503**	0.2905*
10.	3.620	3.080	0.830	1.066	0.000	2.826**	0.1923*
13.	3.960	3.060	0.755	1.517	-0.020	3.755**	0.2702*
21.	4.640	4.160	0.598	0.866	0.320	3.226**	0.2103*
22.	3.640	3.180	0.722	0.941	0.000	2.793**	0.1948*
27.	4.260	3.700	0.664	1.041	0.200	2.863**	0.1911*
39.	4.880	4.566	0.328	0.541	0.300	3.578**	0.2511*
41.	4.880	4.566	0.328	0.541	0.300	3.578**	0.2517*
45.	4.980	4.420	0.141	1.326	0.180	2.969**	0.2229*
47.	3.820	3.340	0.140	1.255	0.000	2.346**	0.1807*

\* and \*\* indicate significance of values at P=0.05 and 0.01, respectively

**Table 2 : Attitude of cashew workers towards their work**

Attitude scores	Details of respondents
Low (Mean – SE)	28 (14.00)
Medium	72 (36.00)
High (Mean + SE)	100 (50.00)

In conclusion, the developed scale was found to be valid, reliable and a clear instrument which could be used for assessment of knowledge of socio-economically under privileged category of people.

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