

A Study of Sociocultural Perception towards Working Women (With Special Reference to Ahilyanagar District)

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Abstract- *The purpose of this research paper is to study socio-cultural perception toward working women in banking and education sector with special reference to Ahilyanagar District, Maharashtra. For this study the researcher has collected data from 500 women employees working in banking and education sector from Ahilyanagar District, Maharashtra, India. These samples were selected by the Stratified Random Sampling technique. A self-prepared structured closed-ended questionnaire was prepared by the researcher by keeping in view the purpose of the study. The required data were collected through a Google form and also collected information through telephonic discussion and personal conversation from the respondents.*

Keywords: *working women, societal perception, social and cultural belief*

I. INTRODUCTION

Without society to live can't be thought by human being. Human being depends on society to develop their life since many decades. The progress and development of human being directly linked with the society. Therefore impact of society on individual or personal life can't be denied. What view society has towards individual definitely has consequence on day-to-day life of individual. In our society role of women has changed significantly in the past decades. Women have many more opportunities and face different challenges in proving herself and achieve success in life. Woman is equally responsible to carry family as a man in our society. Now women are presenting themselves in a leading designation in different field and able to take stand against male dominating society. Therefore it becomes important for the researcher to know what according to the respondent's society feels about working women.

Keywords

Working women, sociocultural, role, society, image

Objective of the study

The objectives of the research paper are as under:

1. To study the socio-cultural perception toward working women

Research methodology of the study

The present study focused on the impact of socio cultural perception of working women, Ahilyanagar District, Ahilyanagar. The sample of the study was women working in education and banking sector in Ahilyanagar District. The stratified random sampling technique was used to select the sample size of the study. 500 respondents (working women) were selected in order to gather data about the relevant topics.

Method of data collection

A. Primary data

Questionnaires

The data for the present study has been collected by the researcher. A self-prepared structured closed ended questionnaire was prepared by the researcher by keeping in view the purpose of the study. The researcher gets a structured questionnaire filled from 500 women working in education and banking sector of Ahilyanagar District through Google form and also collected some information through face- to-face interviews.

B. Secondary data

The secondary data reference would include books by management experts, Ph.D thesis, article in periodical, newspapers, research paper; journals. Secondary also collected from the internet.

Scope and limitations of the study

The scope and limitations of the study:

1. The study focuses only on the socio cultural perception towards working women. No other matter was being investigated by the researcher.

2. The study was confined to women working in banking and education sector.
3. The scope of the present study was confined to Ahilyanagar District, Maharashtra state, India. Another geographical area was not included in this study.
4. The sample of the study was 500 women employees.
5. The sample was selected by Stratified Random Sampling method.
6. The detail of the sample provided below:

Area	No of respondents	% Of sample
Education		
Teachers	150	30%
Junior college lecturer	100	20%
Senior college lecturer	50	10%
Total	300	60%
Banking		
Public sector	100	20%
Private sector	100	20%
Total	200	40%
Total Respondents	500	100%

II. DATA ANALYSIS AND INTERPRETATION

General image of the working woman in society

Women play a very strategic role in the development of society in particular and development of economy in general. Women contribute for the creation of enlightened society directly or indirectly and what attitude society have towards these working women is essential to know. Researcher asked the respondents

according to them what is the general image of working woman in our society? The responses are presented in Table

General image of the working woman in society

Particular	No. of Respondents	%
Respectful	210	42
Dominating	20	4
Assets to the society	30	6
Multitask performer	225	45
Negative perception	15	3
Total	500	100

The above table indicates that 45% of the respondents said that the image of working women in society is a multitask performer. 42% of the respondents said that the society is respectful towards working women. Yet 6% of the respondents said that society considers working women as a assets to the society. There were 3% of the respondents who said that society has negative perception towards working women and 4% of the respondents said that society feel that working women were dominating in nature. They imposes their decision to their family members, they are independent in taking their own decision and not ready to listen any family members.

From the above data researcher conclude that 45% of respondents said that the image of working women in our society was a multitask performer. As women have to look after all the responsibilities of both household and work. They perform number of activities at a time and capable to manage a reasonable balance between these two aspects.

97% of the respondents regardless of their profession, said that the general image of working women in society was excellent, good and worthy of respect and hence positive. 3% of the respondents said that society has negative perception or suspicious behavior for them because they work with other men. The researcher concludes on the whole the social status of working women is satisfactory.

Effects of profession on marriage prospects positively

The concept of an ideal woman in India is a picture of completely devoted woman to serves her family and household activities. When it comes to the matter of working women it is difficult to reach to such expectation as they had a full time job outside home. Her job or being employed has impact on her prospects of marriage. Researcher asked respondents whether the profession affect marriage prospects positively? The responses are presented in following Table

Effects of profession on marriage prospects positively

Particulars	No. of Respondents	%
Strongly Agree	169	33.8
Agree	198	39.6
Disagree	58	11.6
Strongly Disagree	75	15
Total	500	100

As indicated in above table 73.4% of the respondents were agreed that their profession affects their marriage prospects positively and 26.6% of the respondents said that their profession doesn't affect their marriage prospects positively. They said that their profession did not make much difference to their prospects of marriage.

From the above data researcher found that 73.4% of the respondents agreed that profession affects marriage prospects positively and these group of respondents said that as compared to the non-working woman, working woman had a better chance of making a good match because they are more intelligent, money earners, more broad-minded and more sociable. The additional money brought in by a working woman was the major reason that made her marriage prospects much brighter and profession affect marriage prospects positively.

26.6% of the respondents said that their profession does not affect marriage prospects positively. It is the general opinion that a working woman neglect their home or household activities, too dominating and independent in nature affects her marriage prospects.

Society's view about working women

In Indian context women are highly influenced by society's view towards them. From the earlier days, it was thought that the traditional role of man has been earning money for running their houses and woman job was to satisfy all needs of family members by doing domestic work at home and shoulders the household responsibilities. However, time has changed to great extent. Now today women prove her identity, excellence, quality and ability in the various areas of world and no more backward than the men. Therefore it has been important for researcher to know according to the respondents what view perceives by the society towards working women. The responses are presented as follows:

Criticism as a working woman

The researcher has asked respondent whether they are criticize by society for being employed and responses are presented in Table

Criticism as a working woman

Particulars	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
No. of Respondents	9	6	50	251	184	500
%	1.8	1.2	10	50.2	36.8	100

The above table shows that 1.2% of the respondents were strongly agreed and 1.8% of the respondents were agreed that society criticize them for being employed. 36.8% of the respondents were strongly disagreed and 50.2% of the respondents were disagreed with the statement and remaining 10% of the respondents were neither agreed nor disagreed.

From the above data researcher found that society has been changing in great extent, as time is modern and no difference between man and woman. It was found that 87% of the respondents feels that society is

accepting them for being employed and they were getting due respect for being employed. They feel happy to serve family and work in organization. 10% of the respondents were neither agreed nor disagreed. They didn't care about people view towards them and focused towards their goal. This group of respondents never faces criticism or has appreciation from the society. While 3% of the respondents said that they face continuous criticism by the society. While in interviewing some respondents said that people around them always criticize them for doing job outside the home. They face numbers of taunt and rubbish talking from society for being employed.

Doubt about character

Indian society believes on old tradition and their principals do not allow to thinks freely about woman who works outside the home and they also have suspicious behavior towards working women. The researcher asked respondents whether society has suspicious behavior towards them or not? The responses are presented in following Table

Doubt about character						
Particu lars	Stro ngly Agree e	Ag ree	Neit her Agree nor Disa gree	Disa gree	Stro ngly Disa gree	To tal
No. of Respon dents	22	78	91	172	137	50 0
%	4.4	15. 6	18.2	34.4	27.4	10 0

Researcher asked whether people have doubt about their character. 4.4% of the respondents were strongly agreed and 15.6% of the respondents were agreed that people had doubt about their character. 27.4% of the respondents were strongly disagreed and 34.4% of the respondents were disagreed that people had doubt about their character and remaining 18.2% of the respondents were neither agreed nor disagreed with the statement.

From the above data the researcher found that 20% of the respondents feel that society had suspicious

behavior towards them because they have to work outside from home and spend time with male colleagues. 61.8% of the respondents said that society does not have suspicious behavior towards them. 18.2% of the respondents do not care about people's thought towards them or never come across such situation.

Feeling of domination

Dominance is the ability of genetic trait to overpower another. When it comes to woman who works outside generally people think that they possess a dominating character. The researcher asked respondent whether people feels that they are dominating in nature and responses are presented in following table-

Feeling of domination						
Particu lars	Stro ngly Agree e	Ag ree	Neit her Agree nor Disa gree	Disa gree	Stro ngly Disa gree	To tal
No. of Respon dents	12	59	87	210	132	50 0
%	2.4	11. 8	17.4	42	26.4	10 0

500 respondents were asked whether people feel that they were dominating in nature. 2.4% of the respondents were strongly agreed and 11.8% of the respondents were agreed that people feels that they were dominating in nature. 26.4% of the respondents were strongly disagreed and 42% of the respondents were disagreed that people feels they were dominating in nature and remaining 17.4% of the respondents were neither agreed nor disagreed.

Above presented data explain that 14.2% of the respondents said that society feel that they were dominating in nature. 68.4% of the respondent said that they don't feel that society think them as a dominating person and remaining 17.4% of the respondents were neither agreed nor disagreed.

Findings

Taken together, these findings suggest that Indian (or the study's specific regional/cultural) society is undergoing a genuine but incomplete transformation in its perception of working women. While formal, overt resistance to women's employment has largely given way to acceptance and even admiration, subtler forms of gender bias — rooted in questions of character and perceived assertiveness — continue to shape the everyday social experience of working women. This duality underscores that true social equality for working women is not merely about acceptance of their right to work, but about dismantling the residual stereotypes that still frame their behavior, choices, and identity through a gendered lens. Continued efforts toward gender sensitization, workplace equity, and shifting cultural narratives remain essential to bridge this gap between broad social approval and the lived, nuanced realities that working women continue to navigate.

CONCLUSION

While the overarching narrative is one of positive social acceptance and respect toward working women, the data on character doubt (20%) and perceived domination (14.2%) suggests that traditional gender biases have not been fully eliminated — they persist in subtler, more targeted forms, even amid broad societal approval. This nuance would be valuable to highlight in your discussion, as it complicates a purely celebratory narrative and points toward areas where societal attitudes are still evolving. Notably, employment appears to have transitioned from being perceived as a social liability to a social asset, particularly in the context of marriage. With 73.4% of respondents indicating that their profession positively influences their marriage prospects, it is evident that working women are increasingly viewed as desirable partners, likely due to associations with financial independence, education, and social standing — a marked departure from traditional narratives that once considered a woman's career a hindrance to her matrimonial value.

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