

## The Study of Career and Family Values Among College Going Females

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### ABSTRACT

This study examines the impact of religion and socio-economic status on career and family values among college-going females in Ranchi. With increasing access to education and evolving societal norms, women's career aspirations and family roles are undergoing significant changes. The study utilized a purposive sampling technique, selecting 80 participants from various colleges in Ranchi. Data were collected using the Career and Family Values Scale and analyzed through statistical methods. The findings indicate that neither religion nor socio-economic status significantly affects career or family values, as demonstrated by the non-significant t-values. This suggests that career aspirations are shaped more by personal ambition, educational opportunities, and societal transformations rather than by traditional religious or economic factors. The results align with previous studies (Eldor et al., 2019; Gopalan & Pattusamy, 2020) that emphasize personal determination and work-life balance over socio-economic influences. Furthermore, family values remain stable across religious and economic backgrounds, contradicting prior research (Kumar, 2021; Rao et al., 2024) that suggested stronger cultural and economic influences. The study highlights the need for career counseling that focuses on skill development, mentorship, and psychological support rather than religious or financial backgrounds. However, the study is limited by its small sample size and geographic scope. Future research should include larger, more diverse populations and qualitative methods to gain deeper insights into the evolving career and family values of women in contemporary society.

**Keywords:** Career value, family value, college-going females, religion, socio-economic status

Ranchi, the capital of Jharkhand, represents a compelling intersection of traditional values and modern aspirations, making it an ideal location to study the career and family values of college-going females. Historically, Indian society has emphasized the role of women as caregivers and nurturers, placing significant importance on family-oriented responsibilities (Chopra, 2019). These roles often align with traditional societal norms, emphasizing the maintenance of relationships and domestic harmony. However, with increasing access to education and employment opportunities, these conventional expectations are being redefined. Women are no longer confined to household roles; instead, they are actively pursuing professional careers and asserting their independence (Mukherjee, 2020).

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Over the past two decades, Ranchi has witnessed considerable economic and educational growth, fostering an environment where women can access quality higher education. The city is home to prominent educational institutions that attract students from diverse socioeconomic backgrounds (Singh, 2018). However, societal pressures and cultural expectations continue to shape the aspirations of college-going females. They often face the challenge of balancing their professional ambitions with the responsibilities traditionally associated with family life, creating a unique dynamic worth exploring (Kumar, 2021). Studying the career and family values of college-going females in Ranchi is crucial for several reasons. First, it can help bridge generational gaps by fostering understanding between older and younger generations, particularly as traditional values interact with contemporary aspirations (Gupta, 2020). Second, the findings from such research can empower women by providing actionable insights to support their career and family goals. Lastly, understanding how these young women navigate the crossroads of tradition and modernity will inform policymakers and educators in designing gender-sensitive programs that balance career growth with family values (Sharma & Das, 2021).

Despite the growing emphasis on women's empowerment, challenges persist, including societal biases and the dual burden of managing both professional and familial expectations. This study seeks to highlight the perspectives of college-going females in Ranchi, offering a nuanced understanding of how cultural and societal factors influence their evolving roles in Indian society (Pandey, 2019).

### REVIEW OF LITERATURE

**Rao et al. (2024)** explored the impact of work–family conflict on proactive career behaviors, focusing on the mediating role of career resilience and the moderating role of conscientiousness, grounded in the conservation of resources theory. Using two-wave data from 169 employees in China, the results show that work–family conflict leads to a decrease in proactive career behaviors, with career resilience serving as a mediator. Additionally, conscientiousness intensifies the negative effects of work–family conflict on proactive career behaviors. This research provides an initial investigation into the link between work–family conflict and proactive career behaviors, offering practical implications for human resource management and career counseling.

**Gopalan and Pattusamy (2020)** conducted a study on role of work and family factors in predicting career satisfaction and life success. A cross-sectional design and survey method were utilized to collect data from academicians working in Indian institutions. Participants' email identities were collected through institution websites and conference advertisements. Similar approaches were successfully used in earlier studies in the Indian context. Around 3000 emails were sent to faculty members working in state-owned (public) and private educational institutions in South India, requesting their voluntary participation in an academic enquiry into work and family dynamics. The final response rate was 365 responses, out of which 21 were removed due to a large number of missing values. The final sample consisted of 344 responses yielding a response rate of 12.16%. It was found that job satisfaction and work-family balance mediated the relationship between work-family conflict and both career satisfaction and perception of life success. Family satisfaction did not mediate the relationship between work-family conflict and either career satisfaction or perception of life success. Family satisfaction and work-family balance mediated the relationship between work-role ambiguity and perception of life success, but not the relationship between work-role ambiguity and career satisfaction.

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**Eldor et al. (2019)** conducted a longitudinal study spanning two decades on the indirect effect of holistic career values on work engagement. In this study 158 university students were selected as sample. It was found that individuals who possessed holistic career values displayed stronger personal life satisfaction 20 years later, which in turn enhanced their work engagement. It was further found that this indirect effect of holistic career values on work engagement (through personal life satisfaction) is conditionally moderated by work-family interference. The study concluded that, cultivating a holistic career perspective among employees is beneficial for both employee well-being (i.e. personal life satisfaction) and the flourishing of their organizations (i.e. work engagement).

### **METHODOLOGY**

#### *Objectives of the studies*

The following are objectives of the studies

- To examine the effect of status religion and socio-economic status on career and family values among college going females.

#### *Hypotheses*

- H<sub>0</sub>; There is no significant impact of religion and socio-economic status on career value among college females.
- H<sub>0</sub>; There is no significant impact of religion and socio-economic status on family value among college going females.

#### *Sample*

The sample for the present study was consisting of 80 college going females who were chosen based on a purposive sampling technique from various colleges of Ranchi town.

*Table 1.*

#### *Sample design*

Religion Socio-economic status	Hindu		Muslim	
	High	Low	High	Low
	20	20	20	20
<b>Total</b>	40		40	
<b>Grand total</b>	80			

#### *Tools*

- **Personal Data Questionnaire (PDQ)** - This questionnaire was prepared by the researcher for eliciting information about the respondents name, age, gender, religion, place of residence qualification etc.
- **Career and Family Values Scale;** was developed by Dr. Sadhna Talwar and Dr. Kulvinder Singh (1988). In this questionnaire, there are 40 statements dealing with a different aspect of career and Family Values among college going females. and are scored on a five-point scale the score is summed up to get the final score to determine the degree of Career and Family Values Scale among college going females. The split half reliability between two halves of the scale for career and family values are 0.86 and 0.84 respectively.

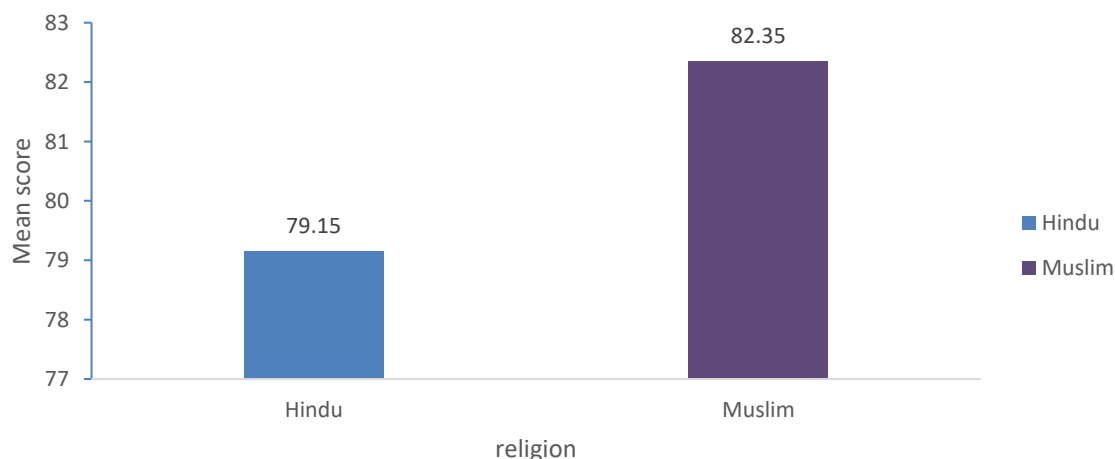
**RESULTS**

**Table 2 Comparison of Hindu and Muslim college going females in terms of career value**

Group	N	Mean	SD	Mean Difference	df	t-value	P
Hindu	40	79.15	8.55	3.20	78	1.63 <sup>NS</sup>	0.10
Muslim	40	82.35	8.94				

\*\*Significant at 0.01, \*Significant at 0.05, NS: Not Significant

**Figure 1 Mean Score of Hindu and Muslim in terms of career value**



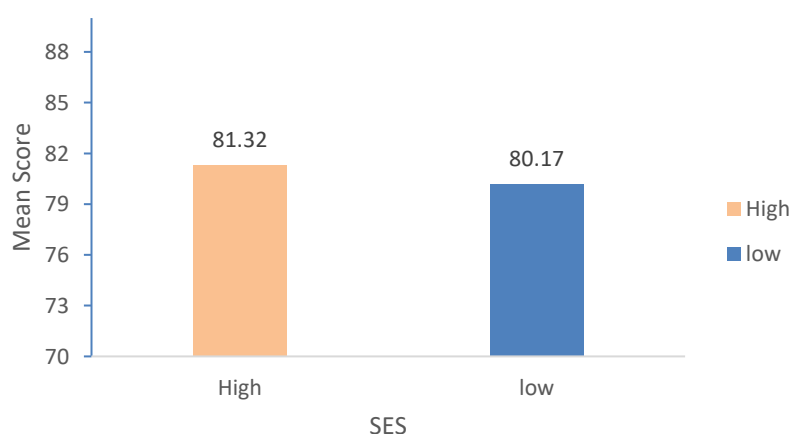
From the table 02 and figure 01 it is clear that the mean score on religion of Hindu and Muslim exhibited 79.15 and 82.35 respectively. The difference between mean score of Hindu and Muslim college going females 3.20. SD of Hindu and Muslim college going females were 8.55 and 8.94 respectively. The obtained t- ratio was 1.63 which was not significant.

**Table 3 Comparison of high and low SES college going females in terms of career value**

Group	N	Mean	SD	Mean Difference	df	t-value	P
High	40	81.32	8.94	1.15	78	0.57 <sup>NS</sup>	0.56
Low	40	80.17	8.81				

\*\*Significant at 0.01, \*Significant at 0.05, NS: Not Significant

**Figure 2 Mean Score of high and low SES in terms of career value**



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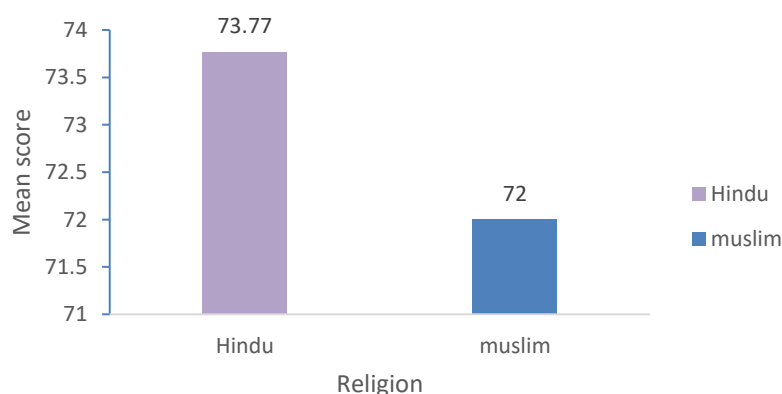
From the table 03 and figure 02 it is clear that the mean score on SES of High and Low exhibited 81.32 and 80.17 respectively. The difference between mean score of High and Low college going females 1.15. SD of High and Low college going females were 8.94 and 8.81 respectively. The obtained t- ratio was 0.57. which was not significant.

**Table 4 Comparison of Hindu and Muslim college going females in terms of family value**

Group	N	Mean	SD	Mean Difference	df	t-value	P
Hindu	40	73.77	9.42	1.77	78	0.81 <sup>NS</sup>	0.41
Muslim	40	72.00	9.96				

\*\*Significant at 0.01, \*Significant at 0.05, NS: Not Significant

**Figure 3 Mean Score of Hindu and Muslim in terms of family value**



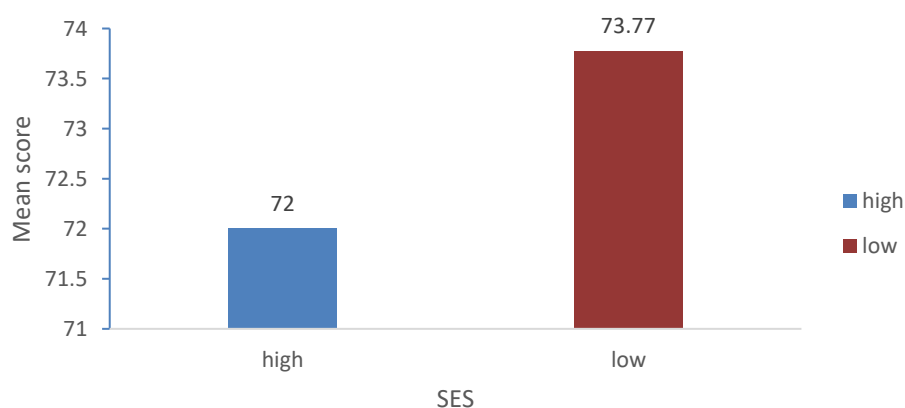
From the Table 04 and figure 03 it is clear that the mean score on religion of Hindu and Muslim exhibited 73.77 and 77. respectively. The difference between mean score of Hindu and Muslim college going females 1.77. SD of Hindu and Muslim college going females were 9.42 and 9.96 respectively. The obtained t- ratio was 0.81. which was not significant.

**Table 5 Comparison of high and low SES college going females in terms of family value**

Group	N	Mean	SD	Mean Difference	df	t-value	P
High	40	72.00	9.93	1.77	78	0.81 <sup>NS</sup>	0.41
Low	40	73.77	9.46				

\*\*Significant at 0.01, \*Significant at 0.05, NS: Not Significant

**Figure 4 Mean Score of high and low SES in terms of family value**



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From the Table 05 and figure 04 it is clear that the mean score on SES of High and Low exhibited 72. and 73.77. respectively. The difference between mean score of High and low college going females 1.77. SD of High and Low college going females were 9.93 and 9.46 respectively. The obtained t- ratio was 0.81. which was not significant.

### DISCUSSION

The present study examined the impact of religion and socio-economic status on career and family values among college-going females in Ranchi. The findings suggest that neither factor significantly influences career or family values, as indicated by the non-significant t-values. This aligns with Eldor et al. (2019), who found that holistic career values contribute to work engagement irrespective of cultural background.

Career aspirations appear to be shaped more by personal ambition, education, and societal changes rather than religious affiliation. Similarly, socio-economic status did not significantly impact career values, suggesting that determination and motivation play a greater role than financial background (Gopalan & Pattusamy, 2020). Contrary to some earlier studies (Kumar, 2021), family values were also found to be independent of religion, possibly indicating a generational shift where young women prioritize both career and family aspirations equally. Furthermore, family values remained consistent across economic groups, differing from findings by Rao et al. (2024), who highlighted greater work-family conflicts among lower socio-economic groups. These findings suggest that career guidance should focus on skill development, mentorship, and psychological support rather than socio-economic or religious factors. However, the study has limitations, including a small sample size and a single geographic focus. Future research should expand the sample and incorporate qualitative methods to explore how personal experiences shape career and family values. In conclusion, career and family values among college-going females in Ranchi are influenced more by individual aspirations than by socio-economic or religious factors. This suggests a shift towards greater personal agency in shaping career paths and family roles in contemporary society.

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### **Acknowledgment**

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### **Conflict of Interest**

The author(s) declared no conflict of interest.

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