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Values and related goals of the families from business and salaried group: A critical study in the capital city of Haryana & Punjab

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Abstract

Human Values have been a central concept in the social sciences since their inception. Human values play a vital role in the society, for they are said to be the basis of human beings for leading a better life. It is believed that all holy books of all religions contain the values of good life. The importance of values is frequently cited in relation to the global and national problems, whether it is in debates in international assemblies, in studies criticizing “value free” approaches to research, or in discussion of quality of life and individual fulfillment. Thus, values are deemed especially important in questions of cultural development and are central to concern for the preservation of cultural heritage. Values are powerful and effective determinants of human accomplishment and progress. They represent our deepest desires. There are individual morality and social morality. Individual morality provides the topic of decisions of and judgements by the individual: honesty, loyalty, good faith, being responsible. Social morality means fairness, which is one basis of law, which helps to govern society and to control individual behaviour. Social morality considers whether an action threatens society’s well-being.

In the present study an attempt has been made to study the values and the goals related to values of home makers in the business and salary class of the society respectively.

Keywords: Business group, salaried group, values, goals

Introduction

In this present global human society we almost see only the demoralizing values. What the genuine cause of the degradation of these values could be is an important question to be asked. Moreover, social values are certain qualities & beliefs that are showed within a specific culture on group of historical etc. Indeed, social & moral values are essential elements which an individual considers to be of value in their social existence. These are the standards by which one operated is understood as an everyday function.

In fact values help to decide the goals of life and accordingly help us to lead a creative life. We get order and stability in social life due to the values. Thus we can say that values work as a mechanism for social control. Because of this controlling status, violation of social value is punished. Thus we can detect an important link between the social environment and individual’s psychological being. They serve as a strong motivation for decision-making and relative action.

Literature Review

According to Waghoode, School environment creates social value awareness through interaction. The objectives of education should not be the learning or teaching of social, physical, biological, engineering or medical science, but the growth of body, mind and soul. It should be the manifestation of inner personality. It should aim at happiness compassion, friendliness and adoption of human values like hope, equality and culmination into most civilized philosophy of life.

Education during ancient India was not mere imparting of knowledge and teaching of skills, it was, on the contrary, a mission for man making.

Sundara Rajan opines, the popular concept of modern day education, particularly higher education, particularly higher education, has adversely changed with the main objectives of

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passing the University examination with good marks and giving a somewhat vocational skill to fit into a job. Earlier, in the man making education, the hand saw the meaning of information, the heart saw its righteousness and use within the boundaries of morality and the hand put it into the Action. But modern higher education has ignored the heart; it has ignored the fact that students are a subject's matter immense significance both for the parents and the future of their country.

Rao administered an adapted version of Allport – Vernon-Lindzey study of values to students comprising 900 secondary school pupils, 600 junior college students' 300 each of post graduate and professional students. The value orientation of students were studied with reference to certain socioeconomic variables like parents occupational status, economical status etc. The socio economic status of the family of the subjects did not appear to have any significant influence on their value orientation level of parents was found to have significant influence on the value orientation of the subjects.

Rice asked 1,000 colleges and non- college youths were more concerned about non- material values than about material values. Love was listed first; personal fulfillment second, friendship was listed third, as the most important personal values.

Feather and Collins conducted study of values with reference to students differing in educational choice. Students were studying at the Mitchell CAE in Bathurst, New South Wales in three main programmes, namely, business administration teacher education, and general studies. Rokeach value survey was used. Result showed that students in business administration ranked a comfortable life, social recognition and being ambitious, as much more important than did those in other two programmes. Teacher education and general studies students assigned more importance to a world at peace, mature true friendship and being honest and loving than did students in business administration. These effects occurred irrespective of whether the respondents were male or female. As regard to sex difference males in general tended to rank a comfortable life, pleasure and being imaginative as relatively more important than did females. Females ranked inner harmony, self-respect, wisdom and being forgiving and loving as relatively more important than did males.

Reddy, examined that the students, who are not sincere and regular cannot affect value change. Values are not same it at all time, they undergo basic changes in their structure. Values as the concepts are changeable.

Katiyar, took a large sample of 2158 students, 745 from XI class and 1413 of XII class. They were from the seven cities of Uttar Pradesh. He studied and compared the values of intermediate students. He also studied values and vocational preference of different students.

Objectives of the Study

1. To depict the background information of the respondents selected for the study.
2. To assess the hierarchy of values among Business and salaried families.
3. To know the factors affecting the inculcation and transformation of values in the families of Business and salaried group.
4. To evaluate the action tools used for instilling selected values (Religion, Health, Education, Love & Affection, Moral and Social value) in the Business and salaried families.
5. To enlist the problems faced while imbibing selected values in the families by the respondents of Business and salaried group.
6. To assess the effects cultivation of selected values in family members of Business and salaried group.
7. To assess the extent of awareness of the respondents of Business and salaried families about the relationship between selected values and related goals of Business and salaried families.
8. To understand the ranking of value related goals.
9. To study the relationship between independent and dependent variables.

Data Analysis & Interpretation

An attempt has been made for the analysis and interpretation of the data collected for study. Respondents from Business class are represented as B Group, and respondents from salaried class are represented as S Group. Following is the representation

Table 1: Relationship between Values and Related Goals

Value	Business Group		Salaried Group	
	Yes (in %)	No (in %)	Yes (in %)	No (in %)
Religion	75	25	80	20
Health	73.66	26.33	76.33	23.66
Education	78.33	21.66	71.66	28.33
Love & Affection	80	20	85	15
Moral	73.33	26.66	77.33	22.66
Social	83.33	16.66	75	25

Table 2: Relationship between Values and Related Goals

Value	Business Group	Salaried Group
	Yes (in %)	Yes (in %)
Religion	92	94
Health	97	98
Education	97	98
Love & Affection	98	97
Moral	99	97
Social	96	98

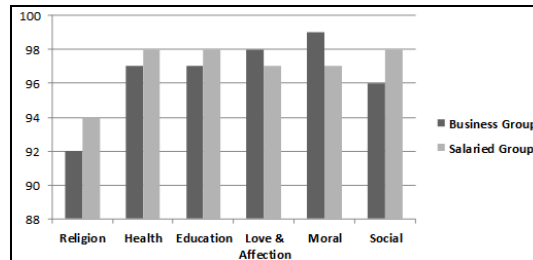


Fig 1: Relationship between Values and Related Goals Statistics Applied T-test

In the present study t test is applied to test the differences of opinion between B and S group regarding cultivation of various values in their families.

Table 3: Statistics Applied t-test

Value	Group	N	Mean	S.D.	t value	p value		Effect
						0.01	0.05	
Religion	B	300	24.47	3.14	4.60	1.96	2.58	p<4.60= Significant
	S	300	23.12	2.98				
Health	B	300	24.10	3.51	0.51	1.96	2.58	p>0.51= Not Significant
	S	300	24.03	2.81				
Education	B	300	26.49	3.60	0.99	1.96	2.58	p>0.99= Not Significant
	S	300	26.50	2.93				
Love & Affection	B	300	22.32	2.87	0.53	1.96	2.58	p>0.53= Not Significant
	S	300	22.40	3.07				
Moral	B	300	26.54	1.45	0.32	1.96	2.58	p>0.32= Not Significant
	S	300	26.52	1.71				
Social	B	300	21.84	1.88	0.04	1.96	2.58	p>0.04= Not Significant
	S	300	22.02	1.77				

Table 4: Application of Correlation & Chi-square Test

Value	Problems Correlation r	Effects Degree X ² test	Goal Ranking X ² test
Religion	0.43	5.35	3.78
	+ve, Average	*Significant	** Not Significant
Health	0.89	4.44	3.10
	+ve, Good	*Significant	** Not Significant
Education	0.57	5.96	4.17
	+ve, Good	*Significant	** Not Significant at 0.05
Love & Affection	0.42	8.96	1.29
	-ve, Average	*Highly Significant	** Not Significant
Moral	0.54	9.51	6.88
	+ve, Average	*Highly Significant	** Not Significant
Social	0.89	6.40	7.06
	+ve, Good	*Highly Significant	** Not Significant

Findings & Conclusion

Following are the findings of the research study respectively.

Findings- The Value of Religion

Values and goals are the two important aspects with regards to religion, because religion is most important part of the human life.

- Most of the families from B as well as S group had accepted the necessity and felt that some action tools are essential to inculcate religion value in the family.
- The weightage was given by both the groups to the action tools – performing religious activities daily and occasionally, introducing basic principles of religion, introducing famous saints and priests, developing habit of prayers and meditation, yoga and pranayama was found essential for cultivating religion value in the family. Giving donation and worshipping and putting symbols at work places was found comparative less important by the respondents.
- Statistics applied (t test- t value 4.60) proved that, the opinion of respondents regarding instillation of religion value differ according to B and S group.
- Value inculcation is a difficult task. Both the families have to face many problems while performing it. More or less same problems came across the way while cultivating religion value to both the groups. Major problems were employment of homemaker and old age of head of the family.
- It is evident from the statistical application (Karl Pearson’s co- efficient of co- relation in which calculated r value is 0.43) that, there is average positive relationship between the problems faced by both B and S families.

- After religion value is inculcated the effects, taking efforts towards religious progress and respect for religious instructions was observed many times. Occasionally they read religious books and performed religious activities. It is evident from the statistical analysis that, there are significant effects on the members of family of religion value instillation. There are very few similarities as well as few differences in the goal ranking order. This may be due to the different opinion of respondents.
- Goals grow out of individual’s values. Goals motivate the person to work in a specific direction. Majority of the respondents agreed that there are religion value related goals. Throughout the life individuals keep on working towards the achievement of some or the other goals.
- Love and affection for our religion, preserving culture, giving importance to the programmes and festivals of our religion, helping people of other religion at the time of natural calamities are the goals ranked by B and S families.
- To evaluate the relationship between religion value related goals of B and S families x² test was applied. Calculated X² value is 3.78. So relationship between value and goals is significant at both the levels of significance.
- Majority of the respondents accepted the relationship of religion value and goals. 92 percent of B and 94 percent of S respondents were ready to face any difficulty to attain their religion related goals.

Findings- The Value of Health

The state of physical health implies ‘perfect functioning’ aim of human being. To achieve this aim instillation of health value in family is really very important.

- According to respondents all the action tools, giving nutritious food to family members, proper exercise and rest, developing hygiene among family members, protection from various diseases and air, water and sound pollution control are not only essential but very essential to instilled health value in the B and S families.
- Statistical application (Value of $t = 0.511$) reveals that opinion of the respondents regarding inculcation of health value do not differ according to B and S group.
- Inculcation of values is like a hurdle race. Both the families have to cross many hurdles while inculcating health value. Lack of nutrition knowledge, low financial status, occupation or employment of homemaker, no decision making power to homemaker, changed life style followed by fads and fallacies and customs and traditions came across the way like hurdles.
- Pearson's method of correlation was applied to assess the relationship between hurdles faced by B and S group while inculcating the health value. Calculated r value is 0.89. Therefore there is good and positive relationship between hurdles faced by B and S families.
- After inculcation of health value, positive effects were always seen in B and S families like, physical and mental wellbeing of family members, nutritious food to family members, regular rest and exercise and clear surrounding.
- The effect of inculcating health value on the members of B and S families was significant. This is proved by statistical analysis by applying X^2 test. (X^2 value = 4.44).
- Maximum respondents from B and S families very well knew that, there are health value related goals. 97 percent Respondents from B and 98 percent respondents from S group especially S families are ready to cross any hurdle which came across the way to attain their health value related goals.
- According to the expectation of researcher, giving nutritious diet for good health and to get mental and physical health was ranked first by both the groups. Enjoying healthy life was ranked first by S group only. It is evident from statistical analysis ($X^2 = 3.10$) that, the relationship between values and goals of B and S groups was not significant at both the levels of significance.

Findings- The Value of Education

The powerful weapon which destroys the devils like caste, evil and politics, false traditions are in the way of unity, fraternity is of course, 'education'.

- B and S group felt that, to inculcate such an important value in the family the suggested measures i.e, education for acquiring knowledge, for personality, mental development, for understanding different subjects, to increase adjustment capacity and better use of leisure time are very essential. Calculated t value is 0.99, hence the opinion of respondent between both the groups regarding inculcation of education value do not differ.
- There are many difficulties came across the value inculcation. The most serious problem faced by both the groups was 'unemployment and consequent financial problem' which was ranked first followed by the lack of respect in the family, undeveloped decision making ability, not acquiring knowledge etc.
- It is evident from the statistical analysis (r value= 0.57) that there is average positive relationship between problems faced by B and S families.
- Education helps to acquire knowledge changes in behaviour pattern, all round development, good social adjustment helps to develop hidden qualities were the effects observed always by both the groups.
- Effects of inculcation of education value on the family members was evaluated by applying X^2 test. Calculated X^2 value is 5.96, more than the table value and is significance. Hence the effect at inculcating education value on the members of B and S families was significant.
- Majority of the respondents accepted the relationship of education value and goals. 97 percent of B and 98 percent of S respondents were ready to face any difficulty to attain their education related goals.
- The goals about acquiring knowledge and to earn money was ranked first followed by developing mental ability, personality, creativity, nationality, socialization and civilization by B and S group.
- To assess the relationship X^2 was applied. Calculated X^2 value is 4.17. Not significant at 0.01 level means there is no relationship between values related goals of B and S families.

Findings- The Value of Love and Affection

Love and Affection is the basic value for family members. Rest of the emotions are developed from this value. The invisible threads of love and affection bound the family members together for a long time.

- Emotional unity, security, sacrifice to involve in each other's happiness and worries, love for all were very essential action tools to inculcate Love and Affection value by B and S group.
- Statistical analysis proved (t value= 0.53) that the opinion of B and S group do not differ regarding inculcation of love and affection value in the family.
- Occupation or employment of home makers, sudden unhappy events, and lack of joint family were some of the serious problems. B and S families have to overcome while cultivating love and affection value. Less felt problems by the respondents of both the group were feeling of insecurity and pampering and over affection.
- Statistics ($X^2 = 0.42$) when applied revealed that, there is negative and average relationship between problems faced by B and S group.
- According to the expectation of investigator, the effect of love and affection value seen always in the form of emotional security, consoling others in their unhappy moments, no negative thoughts and love and affection binds together family members for a long time were the effects observed by the respondents.
- The effects of instillation of love and affection value on the members was assessed by applying X^2 test. Calculated X^2 value is 8.96, more than the table value at the both the levels of significance. Therefore it can be said that, the effects of instillation of love and affection value on the B and S family members was highly significant.
- Maximum respondents from B and S group were agreed the relationship of value and related goals. Naturally they are ready to do anything to attain their goals regarding love and affection value which is the basic need of every person. 98 percent from B group and 97 percent from S group are ready to face any difficulty.
- Some what difference was seen in the goal ranking by B and S group. Emotional unity, sacrifice, love and affection, involvement in others happiness and sorrow were the love and affection value related goals ranked by B and S respondents.
- Calculated X^2 value is 1.29, not significant at both the

levels means there is no relationship between love and affection value related goals of B and S groups.

Findings- The Moral Value

While addressing biannual conference of Home Science, Swami Ranganathananda explained the importance of moral values. *'Moral values ensure the manliness in man and womanliness in woman. Spirituality is what ensures man and society to withstand shocks and accept challenges'*. Values do change, it is a part of intelligent living to recognize and accept the change.

- Respondents from B and S group reported that, the action tools, character building, developing positive, thinking ability, dutifulness, and respect for elders are very essential while preservation of customs and traditions developing spiritual attitude were also essential to inculcate moral value in the family.
- It is evident from the statistical analysis ($t = 0.32$) that the opinion of respondent regarding inculcation of value do not differ according to B and S group.
- Problems normally aroused while inculcating and transforming moral value in B and S families. Changed situation, changed values of new generation, employment/occupation of home maker, lack of guidance followed by lack of interest and surrounding atmosphere were some of the problems faced by B and S group.
- Correlation method proved (r value is 0.54) that relationship positive and average between problems faced by B and S families while cultivating moral values.
- Various effects are observed after instillation of moral value. The effect of good character and spiritual development and ideal relationship in the family and society were always seen by B and S families, but respect of dutifulness, courtesy, sacrifice, modesty, loyalty, independence and non-selfishness was always seen by S group but many times by B group.
- Regarding the above effects maximum respondents have not marked in the last columns, this shows that all the respondents have accepted the importance of moral value even in this changing world.
- The effects were observed in the family and evaluated by statistical application (X^2 value is 9.51). Therefore it can be said that, the effect of instillation of moral value on the B and S families were highly significant.
- Majority of the respondents felt that, there are moral value related goals. 99 percent from B and 97 percent from S group are ready to face any difficulty while attaining their value related goals.
- Following ranks were given by B and S respondents to the mental value related goals. First rank was given to the goal character building followed by cultural, personal, spiritual development, ideal relationship between individual and society. Last rank was given to the goal preservation of customs and tradition. Though the families have not given away their customs and traditions totally, there exists the modification in some form. The reason is the lack of time and changes in the attitude.
- To evaluate the relationship between moral values related goals of B and S groups. X^2 test was applied. X^2 value is 6.88 which is significant at both the levels (0.01 and 0.05) of significance. Hence, it can be said that there is significant relationship between moral value related goals of B and S group.

Findings- The Social Value

Social values are principles that indicate how you relate yourself meaningfully to others in social situations, encompassing family, friends and co-workers. Changes occur in social value due to many factors such as changes in moral value, scientific innovations, evaluation of religious beliefs, media, changes in economy, technological development, democratic shifts etc.

- Opinion of respondents of B and S group about action tools used for instillation of social value in family were similar with slight difference in percentages.
- Inculcating equality, humanity in the family and gender equality, felt very essential by both the groups. While awareness of social responsibility, behaviour according the social customs, traditions, rules and ethics, habit of co-lifestyle (peaceful co-lifestyle is a special feature at Indian culture) felt essential to inculcate social value in the family by both the groups.
- The result t of statistical application (t test = 0.04) reveals that, the opinion of the respondents do not differ between B and S group regarding cultivation of social value.
- There are various problems do arise while inculcating social value in B and S families. The ranking of the problems mentioned by B and S group is given as following. Lack of updating knowledge, innovative thinking and new search was ranked first by both the groups. Followed by social customs and traditions was second most serious problem, to both the groups. Economic disparity was put on the second rank by B group and on fifth rank by S group. Disinterest of government and generation gap were given fourth and fifth by B and S respectively. Surprisingly lack of values problems was ranked sixth by both the groups.
- To see the relationship between problems faced by B and S group Karl Pearson's co-efficient of co-relation method was applied. Calculated X^2 value is 0.89. There is positive and good relationship between problems faced by B and S group.
- Various effects were seen after social value is instilled in the families. All the effects were observed always by both the groups. The effects were good social adjustment, development of personality, positive attitude, promotion of unity, peace, stability, good management and social administration, for social development, making use of abilities like appreciation, giving advice and instructions and communication effects always seen by B group but occasionally seen by S group. In short in both the groups similar results were observed after inculcation of social value.
- Mostly 80 and 70 percent respondents respectively from B and S families were agreed that, there are social value related goals. About 96 percent respondents from B and 98 percent from S group were ready to overcome any difficulties on the way of achieving the goals.
- Most of the B and S respondents ranked first the social ethics, love for nation, habit of co-lifestyle and gender equality followed by social responsibility and love.
- It is proved by statistical analysis ($X^2 = 7.06$) that relationship between social value related goals of B and S families are highly significant.
- Values are the yardstick of beliefs that influence and guide our behaviour. Most of the respondents from B and S group are ready to make any adjustment due to their employment or occupation. Indian mothers take every possible effort to maintain and enhance family value

- system.
- Majority of the respondents are fully satisfied with their family value system and related goals.

In a world infested with dark clouds of value erosion, the family is the only beacon of light. At a time when advances of science and technology are sweeping away long cherished values, the family or home is the only place, where family members can retreat for peace, joy and harmony.

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