INFLUENCE OF DEMOGRAPHIC AND SOCIO-ECONOMIC FACTORS ON LOCUS OF CONTROL ON RESIDENTS OF SELECT SUBURBS IN MUMBAI CITY

Mrs Nandini Jagannarayan[1], Dr TA Jayachitra[2]
Department of B.Com (Banking & Insurance)[1], Department of Economics[2]
RJ college of Arts, Science & Commerce, Ghatkopar (West)[1], Avinashilingam University, Coimbatore[2],
Nandini.gopalaswamy@gmail.com[1], tajbirds@gmail.com[2]

Abstract

As the environment around an individual changes, he/she can either attribute the success and failure to the things he/she has control over, or to forces outside your influence. The orientation he/she chooses has a bearing on his/her long-term success. This orientation is known as your "locus of control." Its study dates back to the 1960s, with Julian Rotter's investigation into how people's behaviours and attitudes affected the outcomes of their lives. Locus of control has been defined as the degree to which an individual perceives having control over the environment (Rotter, 1966). According to Rotter (1975), there are two types of control, internal and external, which anchor a continuum that approximates a normal distribution. People are said to have an internal locus of control when they believe reinforcements are contingent upon their own behaviour or stable personal characteristics. External locus of control results when people believe that reinforcements are due to luck, fate, or powerful others outside of their control. Current study focuses on investigating the influence of demographic variables (age, gender, education level), marital status and socio economic status (occupation, income) on the level of internal/ external locus of control with the help of data collected from residents (aged between 20 and 50) of a select suburbs in Mumbai city. On analysing the data so collected, it is found that age has a major influence on an individual's level of internal locus of control.

Keywords: *locus of control, internal locus of control, external locus of control, reinforcement, behaviour*

Introduction

When dealing with a challenge in one's life, does one feel he/she has control over the outcome? Or believes that the outcome is simply at the hands of outside forces? Psychologists say that if one believes that he/she has control over what happens then it is referred to as an internal locus of control while, if one believes that he/she has no control over what happens and that external variables are to blame, then he/she is said to have what is known as an external locus of control. Rotter (1990) describes the external locus of control as: "The degree to which persons expect that the reinforcement or outcome is a function of chance, luck, or fate, is under the control of powerful others, or is simply unpredictable." A person with an internal locus of control believes that he or she can influence events and their outcomes, while someone with an external locus of control blames outside forces for everything.

Figure 1. The Locus of Control Scale

A more internal locus of control is generally regarded as desirable rather than an external locus of control because people with an internal locus of control tend to be more successful. This is because people with an internal locus of control are likely to:

- Emphasize striving for achievement
- Work hard to develop their knowledge, skills and abilities
- Pay attention to information that they can use to create positive outcomes in the future
- Engage in activities that will improve their situation
- Be inquisitive and try to figure out why things turned out the way they did
- Have a more participative management style
- Get better paid jobs.

It's important, however, to caution against falling into the overly simplistic view that "internal is good and external is bad", because this is not always the case. Important subtleties and complexities need to be considered.

Review of Literature

Demographic variables such as age, education and marital status have been found to be associated with successful adjustment among elderly individu- als living in independent or semi-independent liv- ing situations (Brown & Granick, 1983; Cicirelli, 1980).

Specific locus of control was assessed by the Desired Control Measure (Reid & Ziegler, 1981). This 16-item measure asked participants to indicate the degree to which they felt particular reinforcements could be obtained through their efforts. Responses were recorded on a 5-point Likert scale ranging from "strongly agree" to "strongly disagree" and a high score indicated an internal orientation. Items represented factors that contribute to older adults' contentment, happiness, and adjustment (Reid & Ziegler, 1981). For example, respondents were asked to rate how strongly they agreed with the statement, "I can entertain friends when I want." The test-retest reliability, at a 12-month interval, ranged from .54 to .63.

Research Methodology

Current research is focussed on the level of internal/ external locus of control possessed by individuals residing in select suburbs of Mumbai city

Primary data

I.   Area of study
Chembur, Ghatkopar, Mulund, Vikroli
II.   Data collection:
A purposive sampling method was adopted to elicit information from among residents of the above-mentioned four suburbs of the Metro by administering a questionnaire. Out of the 97 fully filled in questionnaires, the sample size was trimmed down to 94, by excluding the flawed ones. Excluding these three flawed surveys, 94 complete surveys were available to conduct the analysis.
III.   Period of data collection
March 01, 2021 to March 15,2021

i.   *Questionnaire survey*
The survey questionnaires contained questions that were self-administered. The questions we These questions will be tested against the demographic profile of respondents.

ii.   *Data analysis*
To evaluate the relationship between the variables, analysis is carried out, to acquire the results, a descriptive technique is used and inferential statistics such as Anova was employed. To infer the collected data in the expressive form, regression analysis was conducted to find the underlying factors.

Limitations of the Study

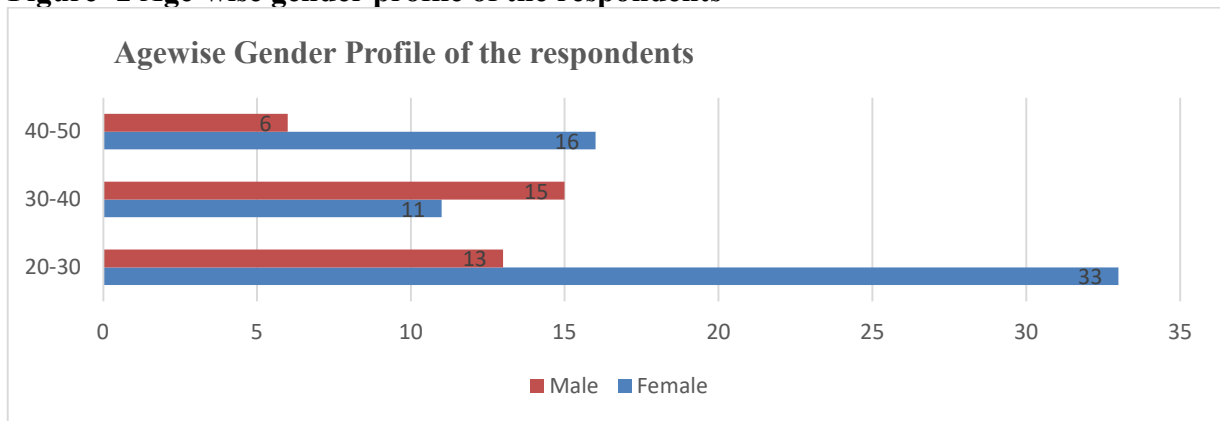The following are the limitations of the present study:

1. The study covers the limited geographical area select suburbs of Mumbai metro. So, the result of the study may not be justified to other areas of the metro or parts of the country.
2. The targeted population of the study is individuals aged between 20 and 50. Hence the findings may not be applicable to people of other age groups outside the mentioned age range

Current study is focuses on highlighting the demographic, marital status and occupation and socio-economic status' influence over the level and type of locus of control possessed by and individual.

Results and Discussions

1. Demographic profile of the respondents
   Figure -2 Age-wise gender profile of the respondents

Source: Estimation based on field survey

From figure 1 above, Majority (a little less than sixty four per cent of the respondents are female, while only about thirty six percent of the respondents are male. Most of the respondents, (forty eight per cent of the respondents are young respondents in the ager group of 20-30.

Table 1 Educational profile of the respondents

Educational Profile	High School	5 (5.32)
	Under Graduate	20 (21.28)
	Post Graduate	56 (59.57)
	Others	13 (13.83)
Marital Status	Unmarried	45 (47.87)
	Married	49 (52.13)
No of Children of the Respondent	0	52 (55.32)
	1	20 (21.28)
	2	17 (18.09)
	3	5 (5.32)
Occupation	Employed	61

		(64.89)
	Not employed	18 (19.15)
	Self Employed	15 (15.96)

Source: Estimation based on field survey
Figures in Bracket indicate per centage

Table 1 shows the profile of the respondents.

Educational Profile – Majority (a little over 59 per cent) of the respondents had completed their postgraduation and. Very few (about 5 per cent) had high school level education.

Marital status – There are as many married (52 per cent married respondents) as unmarried (almost forty-eight per cent) respondents.

Most of the respondents did not have children. Most of the respondents (a little less than 65 per cent) are employed.

Table 2 Analysis of Variance

Source	DF	Adj ss	Adj MS	F-Value	P-Value
Regression	19	15.516	0.81663	2.53	0.002
Gender	1	0.1846	0.18458	0.57	0.452
Age	2	1.0672	0.53359	1.65	0.198
Occupation	2	0.0275	0.01375	0.04	0.958
Nature	2	2.6997	1.34985	4.18	0.019
Income	6	6.1639	1.02731	3.18	0.008
Gender*Age	2	1.9695	0.98475	3.05	0.050
Age*Occupation	4	3.0584	0.7646	2.37	0.05
Error	75	24.2103	0.3228		
Lack-of-Fit	66	23.0437	0.34915	2.69	0.055
Pure Error	9	1.1667	0.12963		
Total	94	39.7263			

Source: Estimation based on field survey

Nature of job that is whether the job of the respondents is of secured (permanent) or not (temporary), income of the respondent, interaction of age with gender and age with occupation type showed a significant impact factor on the locus of control of the people.

Table 3 Model Summary

S	R-sq	R-sq(adj)	R-sq(pred)
0.568	39.06%	23.62%	*

Source: Estimation based on field survey

Only 39.06% of the variation in locus of control by taking into account the percentages of variable undertaken by the above model.

Table 4 Coefficients

Term	Coef	SE Coef	T-Value	P-Value	VIF
Constant	3.305	0.169	19.56	0	
Gender					
Female	0.146	0.193	0.76	0.452	2.54
Age					

30-40	-0.051	0.224	-0.23	0.822	2.95
40-50	0.39	0.253	1.54	0.127	3.35
Occupation					
Not Employed	-0.057	0.287	-0.2	0.843	3.88
Self employed	-0.06	0.266	-0.23	0.821	2.76
Nature					
Temporary	-0.274	0.142	-1.93	0.058	1.35
NA (Those who are not working)	1.541	0.756	2.04	0.045	14.44
Income					
25000-50000	0.359	0.171	2.1	0.039	1.75
50000-100000	0.67	0.285	2.35	0.021	2.83
100,000-150000	-0.789	0.389	-2.03	0.046	1.79
150000-200000	0.606	0.629	0.96	0.338	1.21
200000-250000	0.655	0.452	1.45	0.152	1.24
ABOVE 250000	-1.293	0.826	-1.57	0.122	15.47
Gender*Age					
Male*30-40	-0.868	0.352	-2.47	0.016	2.81
Male*40-50	-0.455	0.379	-1.2	0.233	2.88
Age*Occupation					
30-40* Not Employed	1.333	0.448	2.98	0.004	2.38
30-40* self employed	-0.145	0.432	-0.34	0.737	1.68
40-50* not employed	0.391	0.389	1.01	0.318	3.43
40-50* Self Employed	0.062	0.5	0.12	0.902	1.52

Source: Estimation based on field survey

To find the piecewise effect of each variable **self-employed respondents have the significant effect of positive** (1.54) effect on the locus of control which means that they have more of internal locus of control. They are open to taking risks and are motivated. Even though the overall income had insignificant effect on the model whereas the income group 25000 to 100000 showed a positive effect, in the sense that people in this age group have more internal locus of control and are very much motivated and are aspiring for higher income and higher job designations etc., and appear to be working towards the same on the contrary, the income range 100000 to 150000 showed a negative impact, where, people in this income range have more of external locus of control and a little of both and seem to be less motivating. While, in the other income groups, the factor Income has no significant impact on the level or type of "locus of control possessed by the respondent and the remaining income group showed insignificant effect. In the interaction variable, Male respondents with age 40 to 50 showed to possess more external Locus of control or a combination of both external and internal locus of control. To highlight the fact, that self-employed individuals aged between 30 and 40 had higher internal locus

(general predisposition to perceive control) of control which suggests a higher level of aspiration, highly motivated.

Locus of Control scores' association of respondents with Age, Gender and marital status

Table 5Tests of Model Effects

Source	Wald Chi-Square
(Intercept)	2428.337
Gender	.315
Age	12.070
Marital	.510
Gender * Age	11.013
Gender * Age * Marital	2.602

Source: Estimation based on field survey

The table shows there is significant association between dependent variable locus of control) and age, Gender * Age and Gender * Age * Marital

Table 6 Tests of Model Effects

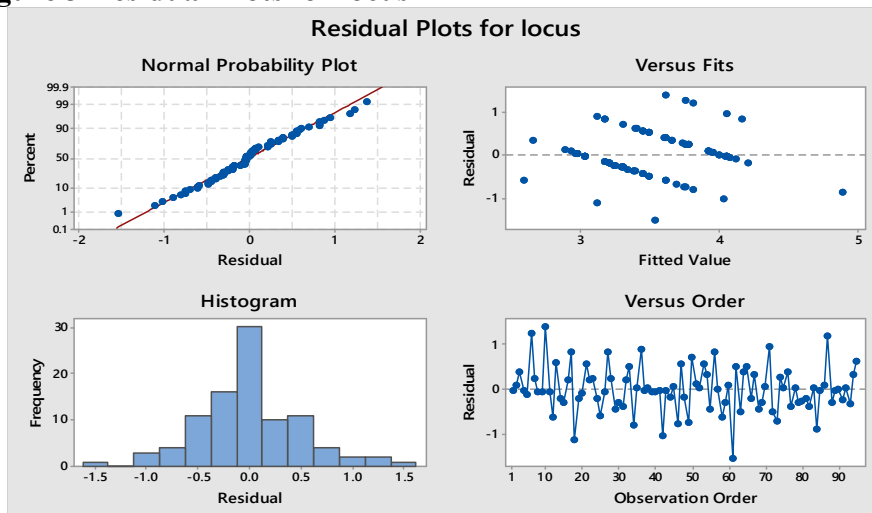| Parameter Estimates							
Parameter	B	Std. Error	95% Confidence Interval	Wald	Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	68.571	4.5209	59.711	77.432	230.058	1	.000
[Female]	-2.238	5.4751	-12.969	8.493	.167	1	.683
[Age=20-30]	-21.071	9.5903	-39.868	-2.275	4.828	1	.028
[Age=30-40]	-8.571	6.3935	-21.102	3.960	1.797	1	.180
[Marital= Unmarried]	-10.000	12.7870	-35.062	15.062	.612	1	.434
Female * Age=20-30	13.071	12.2148	-10.869	37.012	11.145	1	.028
Female * Age=30-40	4.571	7.7429	-10.604	19.747	.349	1	.555
Gender=female]*Age=20-30*[unmarried]	7.708	14.7363	-21.174	36.591	.274	1	.601
[Fe] * [Age=2] * [Marital=1]	17.667	14.8572	-11.453	46.786	1.414	1	.234
[Gender=2] * [Age=1] * [Marital=1]	20.278	15.5882	-10.274	50.830	11.692	1	.019
(Scale)	143.070[b]	20.7587	107.657	190.131			
Dependent Variable: score Model: (Intercept), Gender, Age, Marital, Gender * Age, Gender * Age * Marital, Age * Marital, Gender * Marital							

Source: Estimation based on field survey

The respondents in the age group 20 -30 -- The older they get in this age group, move more towards external locus of control. While the female (13.071) respondents, were moving more towards internal locus of control, where they perceived, that they could gain control over the events and

experiences in life. The same trend was shown among female (7.708) and male (20.278) respondents in the age younger age group (20-30). They perceived to be having either both internal and external locus of control or moved towards internal locus control.

Figure 3 Residual Plots for locus

Source: Estimation based on field survey

The residual plots shows that the error terms are normally distributed and the error terms are minimal. The graph details that residuals have homogeneous variance, with the variability of the residuals between and within the fitted segments being approximately constant.

Conclusion

Locus of control was initially described as a personality trait referring to a person's stable beliefs of personal efficacy (Rotter, 1966). Some research has shown locus of control (LOC) to be a significant factor in ethical decision making among individuals in certain cultural groups. When faced with an ethical dilemma, generally individuals with an internal LOC respond more ethically than do those with an external LOC. From the survey conducted among the residents of Chembur, Ghatkopar, Mulund, Vikroli, Mumbai Metro, it can be concluded that Certain variables such as age, gender, occupation and income level have association with the respondents' scores, which decided on the extent of Internal/ External Locus of Control, possessed by them.

References

Ameen, E. C., Guffey, D. M., & McMillan, J. J. (1996). Gender differences in determining the ethical sensitivity of future accounting professionals. Journal of Business Ethics, 15, 591-597.

Armstrong, R. W. (1996). The relationship between culture and perception of ethical problems in international marketing. Journal of Business Ethics, 15, 1199-1208.

Bass, K., Barnett, T., & Brown, G. (1999). Individual differences variables, ethical judgments, and ethical behavior. Journal of Business Ethics, 9 (2), 183-205.

Brody, R. J., Coulter, J. M., & Milhalck, P. H. (1998). Whistle-blowing: A cross-cultural comparison of ethical perceptions in U.S. and Japanese accounting students. American Business Review, 16(2), 14-21.

Berglund, E., Lytsy, P. & Westerling, R. The influence of locus of control on self-rated health in context of chronic disease: a structural equation modeling approach in a cross sectional study. BMC Public Health 14, 492 (2014). https://doi.org/10.1186/1471-2458-

Nandini Jagannarayan and Jayachitra TA (2020), "Women Safety!! A major determinant of women enrolling in Higher Education: A study of factors attributing to high enrolment rates of women in colleges in Coimbatore city, Studies in Indian Place Names 40 (53), 235-240, 2020, pp: 695-708

Jayachitra TA and Nandini Jagannarayan (2021), Self Esteem, A determinant of Quality of Life … A case study on Housewives in Mumbai, Utkal Research Journal, ISSN: 0976-2132 Vol. 34, 2021,31, PP 31-42

Jayachitra TA and Nandini Jagannarayan (2021), A STUDY ON FACTORS INFLUENCING THE QUALITY OF LIFE OF HOMEMAKERS in Mumbai Ciy, Kala : The Journal Indian Art History Congress, ISSN: 0975-7945, pp 57-64

Nandini Jagannarayan and Shivaji Pawar (2020), An empirical Study on impact of poor physical health on Self Management and Social Skills of female sex workers in Mumbai City, IJEDR 2020, vol 8, issue 3,: 253-261

Nandini Jagannarayan and Jayachitra T.A., (2020), An Empirical Study On Social Skills Among Single Women Residing In Select Suburbs Of Mumbai City, International Journal of Advance and Innovative Research   Volume 7, Issue 3 (III): July - September, 2020 ; pp 75-81

 Nandini Jagannarayan, Jayachitra TA and Iona Hegde (2020), An Empirical Study Of Emotional Resilience And Positive Self-Management Among Mumbaikars During Financial Distress... Journal of Advance and Innovative Research   Volume 7, Issue 3 (III): July - September, 2020 ; pp 66-77

Nandini Jagannarayan, Jayachitra T.A (2020), An Empirical Study on the Sustainability of Migrant Street Vendors After Lockdown in Mumbai Metro in "International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)", Volume 10, Issue 2, October 2020, PP 22-30

Nandini Jagannarayan (2020) An empirical study on Self-Management skills among campus- placed college students in Mumbai city, IJEDR 2020, vol 8, issue 3,: 368-374.

Nandini Jagannarayan and Jayachitra T.A., (2020), An Empirical Study On Social Skills Among Single Women Residing In Select Suburbs Of Mumbai City, International Journal of Advance and Innovative Research   Volume 7, Issue 3 (III): July - September, 2020 ; pp 75-81

Nandini Jagannarayan and Aishwarya Kannan (2020), A study on age as determinant of empathetic feeling among single women employed in private sector banks in Chennai Metro IJEDR 2020, vol 8, issue 3,: 347-356

Nandini Jagannarayan and Aishwarya Kannan (2020), An Empirical Study On The Factors Influencing Working Women's Preference For Online Shopping Of Dresses In Mumbai City, Advances in Management, Social Sciences and Technology PP20-35

Nandini Jagannarayan, Jayachitra T.A. and Iona Hegde (2020), An Empirical Study on the Presence of Empathetical Feelings in College Students, Higher Education in India: Vision 2025, Pp 63-71

Saravi, F.K., Navidian, A., Rigi, S.N. et al. Comparing health-related quality of life of employed women and housewives: a cross sectional study from southeast Iran. BMC Women's Health 12, 41 (2012). https://doi.org/10.1186/1472-6874-12-41

Sundararaman, T. (2020). Health Systems Preparedness for COVID-19 Pandemic. Indian Journal of Public Health 64 (6): 91. https://doi.org/10.4103/ijph.IJPH_507_20.

Thadathil SE, Jose R, Varghese S. Assessment of domain wise quality of life among elderly population using WHO-BREF Scale and its Determinants in a rural setting of Kerala. Int J Curr Med Appl Sci 2015;7:43-6.