

# Impression of Working and Non-Working Females in Hospitality Decision Processes: A Forthcoming of Delhi-NCR India

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## ABSTRACT

Females have a significant role in a family's consumption pattern and are an influential segment of sale in hospitality Industry. The object of this paper was to evaluate the role played by Delhi-NCR working and nonworking female in consuming diverse kinds of products used by the families. The research is based on sample collected including 100 women workers and 100 non-working women. The data were accumulated using an efficient questionnaire that deals with women's positions in the purchasing of high values products. It was studied that working Females were more active in ingesting related roles of high engrossment products, while nonworking Females were more active in consumption associated roles in context with low involvement products.

**KEYWORDS:** Family utilization, working wedded women, non-working wedded women, high value assets.

## INTRODUCTION

Women's economic and social role has been changing in urban India since the 2000s. It is seen that adjusted Labor Force Participation Rate for women in 2010-11 was 46% up from 41% in 1993 (Bhalla, 2011) They already wielded high influence on the consumer market as family purchase agents (Davis, 1971; Wilkes, 1975 as cited in (Guha, 2013) (Sharma, 2013) also supported this contention by stating that women have a free hand in purchase of groceries and personal products. They play a significant role in purchase decisions pertaining to household goods like washing machines and refrigerators, which they use often (Chithra, 2012) Associations wherever work inside ecological settings which periodically fall under the states of different socio social. socio-political. Ecological nature-related rates. Such logical insecurity which apparently "rocks the hierarchical pontoons twist and influence the representative impression wellbeing, employment. (Deepak, 2020).

All this consumption experience results in making women consummate buyers, who are concerned with both the price and quality of their purchases and tend to buy products that are priced instead of being high priced or low priced (Subrahmanian, 2011). This influence has gained even more strength of late. The role of Females within the urban family is witnessing a meaningful change because of this increased exposure to the outside world, to the extent, they are known to create challenges for advertisers regarding how women should be portrayed in advertisements (Bina, 2005) five also affirmed this flux by stating that the role of Females in the family has undergone a sea change. Women provide a traditional and potential market for a wide variety of products.

The peculiarity "Think director - think male", which involves the correspondence between male qualities and administrative positions, is a worldwide one, particularly among men. Taking this perspective into consideration, the present study examined attitudes toward female managers from the perspectives of three sample subjects: employees and non-employees (students): 46 multinational company employees, 116 management students, and 131 students studying other domains. The findings indicate that men, both employees and non-employees, are less supportive of the idea of female managers than women are. Concerning ladies, the female understudies concentrating on administration vary from the female representatives, as well

as from the female understudies in the control research populace, and this distinction comprises in a surer impression of ladies as supervisors. (Balgiu, 2013).

Directed by the job congruity hypothesis (RCT), this paper analyzes the jumble in female-pioneer job generalizations and how this crisscross might prompt biased assessments against female pioneers. It also examines how leadership development programs (LDPs), and gender equality practices can lessen negative evaluations of female leaders. Following a quantitative methodology, this review utilizes a matched example t-test and straight methodology (i.e., various relapse) to demonstrate the connections and test the speculations figured out. The study, which was based on a survey of 392 employees working in four- and five-star Jordanian hotels, reveals that employees view successful leaders as more masculine than feminine, while they also associate women with both masculine and feminine stereotypes. As a result, negative assessments of female leaders are less likely to be based on stereotypes of their roles. Also, the outcomes demonstrate that orientation fairness rehearses and LDPs altogether improve the rise and viability of ladies' pioneers. This study's significance stems from its contextual investigation of Jordan's hotel industry, which extends the RCT. This was finished by thinking about two extra develops, for example orientation equity rehearses and LDPs that moderate bias against female pioneers. (Syed, 2019).

Today, U.S. females address the larger part in both the neighborliness and the travel industry the executives study hall and the workplace. Notwithstanding, the supposed "biased based impediment" proceeds to exist, and proof of professional success deterrents stay striking in the friendliness, travel, and the travel industry the board work environment. The reason for this study was to examine the encounters of effective female industry pioneers in the neighborliness, travel, and the travel industry, as well as their discernments regarding how they had the option to defeat orientation obstructions and aberrations. Discoveries offer member detailed "top issues" confronting female innovators in the work environment, as well as procedures for defeating these issues. (Kitterlin-Lynch, 2018).

Ladies in the cordiality business face various difficulties in propelling their professions. This study led top to bottom meetings with fourteen ladies in accommodation administrative roles in the Southeastern U.S., furthermore, planned to uncover deterrents and best practices. The discoveries recommend that ladies' professional success could be obstructed by an absence of fearlessness or absence of cautious vocation arranging. Concerning/life balance, there were blended positive and adverse consequences when the respondents were asked what work and life mean for one another. Moreover, a few ladies pioneer experienced generalizations in the working environment. The expert pictures were in some cases misidentified working and didn't really mirror their own characters and abilities. Scholastic and viable ramifications are talked about exhaustively. (Hsiangting Shatina Chen, 2021).

The purpose of this study was to determine the status of women in Beadle town administration, to identify factors that prevent women from participating in public life, and to offer some possible solutions to the issues that the study revealed. Fundamentally, the review is of expressive in nature and overview strategy was utilized in information gathering. Information utilized in this paper is principally essential yet somewhat auxiliary information too, quantitative, and subjective sorts was consolidated. In doing this exploration paper, of absolute workers existing in Beadle Town organization, 108 (30% of complete populace) test respondents were chosen utilizing efficient arbitrary examining technique and were set surveys containing unconditional and shut finished nature questions by and by, 103 (95.37%) of them had filled and returned the poll. What's more, a city hall leader of the town and Ladies Issue office head were tended to through meet with utilizing interview guide. In approach to dissecting information, procedures, for example, organization, rates, outline, and such has been utilized. The study found that most women working in public institutions in Beadle Town had only a high school diploma and held lower-level non-decision-making and leadership positions. The study also found that the main obstacles preventing women from holding public leadership and decision-making positions are as follows: negative cultural attitudes and a lack of experience in public decision-making; an excessive amount of domestic responsibilities that perpetuate negative attitudes about women's ability to lead and govern; a lack of female role models for young women and girls, and At last, the specialist has sent a few potential manners by which ladies could show up in open navigation and authority. (Hora, 2014).

The rising number and impact of ladies in the public arena raises a few issues connected with values and morals. Taking a gander at business morals according to the orientation point of view caused us to contemplate if it would be productive to examine the female and manly components of dynamic style. The article follows the examination custom utilizing the complex morals scale, and it targets fostering the scale to incorporate female direction more readily. We arrived at the resolution that, as the multi-faceted morals scale utilized in estimating administrators' ethical navigation is gotten from present day moral speculations zeroing in on signs of masculinities more than femininities, the scale leaves female dynamic aspects undetectable. Our argument is that to gain a deeper comprehension of (female managers') moral decision-making, we need to establish a broader foundation for the analysis and further develop the scale to accommodate a variety of perspectives and dimensions. (Kujala, 2004)

The presence of oppressive issues has stayed same particularly with regards to working females. This study expects to learn about the various variables adding to biased issues which females are confronting. Many examinations have been directed for understanding the oppressive issues connected with females at various areas, yet this study assessed the fundamental variables which offer more in biased issues looked by working

females with regards to advancement, work portion and so on. The participants in this study are employed females from Gwalior City. The actions for this were utilized as Element investigation, Cronbach's Alpha. The outcomes show that on genuine ground separation is still exists in the work environment for females and major contributing variables are orientation-based generalization and biases, orientation direction, responsibility cooperation and work and family. (Tiwari, 2018)

Even though there are more women working in the hospitality industry, there is still a pay gap and horizontal and vertical segregation that prevents opportunities from being created for the industry. Considering Barbara Riesman's model "Orientation as a Social Design" as a main reference, the paper gives an orientation-based way to deal with the friendliness business. Riesman's three degrees of examination (Individual, Interactional and Institutional) are finished with a Multifaceted level, adjusting the "Orientation as a Social Design in the Neighborliness Business" model. This model targets recognizing factors that cause segregation among female leaders. Thirty semi-structured in-depth interviews with female executives in the Spanish hospitality industry serve as the foundation for the method. According to the findings, the main factors that prevent gender equality from being achieved are the influence of self-imposed barriers, gender roles, issues with work-life balance, and gendered organizations. (ónica Segovia-Pérez, 2019)

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Because of ladies representing under a fourth of cordiality and the travel industry chief level positions, the motivation behind this paper was to recognize precursors to and results of orientation different friendliness and the travel industry top supervisory groups, portray possible middle people and mediators to these connections, and give bearings to future exploration. An orderly survey of orientation variety in neighborliness and the travel industry top supervisory crews (TMTs) was directed between the years 2010 and 2020, bringing about 26 articles utilized for the topical examination. Forerunners, results, go between, and mediators of orientation different friendliness and the travel industry TMTs were distinguished. The outcomes showed female good examples, authoritative design, and hierarchical help as forerunners, while monetary execution, business development, and human asset results were ramifications. The asset advantage hypothesis is proposed as a clarification for every one of these connections. This study fills a hole in past writing by directing a survey of orientation variety, recognizing basic holes, and proposing a general hypothesis. (Michelle Russen, 2021)

Ladies are unequivocally addressed in the travel industry labor force, but for the most part in low-level, unsafe positions. In administration or on board of chiefs, then again, ladies are truly underrepresented. Interviews with female pioneers from the executive's relationship in Catalonia (Spain) permitted us to distinguish the affiliations' objectives and jobs, the hindrances ladies have experienced in their quest for undeniable level corporate positions, and the difficulties to female authority that lie ahead. Female affiliations support the UN's Feasible Advancement Objective 5, making consciousness of orientation hindrances, upgrading social soul on orientation fairness in dynamic bodies, and extending proficient organizations and admittance to assets. Our discoveries show that these affiliations engage ladies through various methodologies going about as dynamic problem solvers that assist with changing both their individuals and society. (Freund, 2021)

The various patterns of gender segregation in the hospitality industry in Andalusia are the subject of this study. The segregation curve and various segregation measures serve as the foundation for the approach. The outcomes show that cleaning position, client support and occupations with less obligation in the space of organization are overwhelmed by ladies, while upkeep, occupations with an elevated degree of obligation in the space of kitchen, reclamation, and organization are overwhelmed by men. Word related isolation increments as the age of the laborers and size of the foundation increment yet diminishes with level of schooling and is more uncommon among laborers with preparing contracts, while it is more prominent among parttime and part timers. Flat isolation is more set apart than vertical isolation in the inn business, yet even and vertical isolation is comparative in eateries. Lastly, as an establishment grows, vertical segregation decreases, whereas horizontal segregation increases. (Campos Soria, 2011)

Reason - The utilization of ladies' organizations is arising as one strategy for propelling ladies' professions inside associations. Notwithstanding, the worth of these organizations has been addressed. The reason for this study is to look at how likely contrasts in the view of organization individuals and the company's chief authority about the reasons and expected results of a ladies' organization might influence ladies' professional success. Plan/strategy/approach - The creators talked with 21 individuals from an intra-firm ladies' organization and six individuals from the chief initiative group of a worldwide association. To look at the subjective information, they utilized a course of topical examination to find common topics in the deciphered meetings. Discoveries -

The two individuals from the ladies' organization and the chief authority group set liability regarding ladies' professional success upon the individual; the company's male-overwhelmed culture and authoritative requirements were not underlined. While individuals from the ladies' organization perceived the way in which the organization could be utilized to add to the association's essential objectives, the chief administration group didn't perceive the organization's conceivable impact on the company's primary concern. Creativity/esteem - Looks at how possible contrasts in the view of organization individuals and the company's chief initiative about the reasons and expected results of a ladies' organization might affect ladies' professional success. (O'Neil, 2011)

A considerable number of female's overall work in the lodging area, and careless perception shows that simply a small bunch of these ladies flourished in achieving top administrative positions. This study surveyed the impact of administration hindrances on female directors in the lodging business in the Sunyani District of Ghana. Quantitative overview was utilized in this review. Utilizing the straightforward irregular and purposive testing strategies, 200 (200) respondents were shown up for examination. The studied uncovered that (55%) were guys and (45%) females. Greater part of the respondents ( $M = 4.06$   $SD = 1.780$  P. Zaazie et al.  $P < = 0.0001$ ) showed that not including ladies really in direction diminishes income in the lodging business. To prevent discrimination and include women in decision-making to maximize profit in hotels, it is recommended that men and women be treated equally. (Raina, 2023)

The lodging and the travel industry stays male-overwhelmed, especially in the higher classes of the executives. While this present circumstance is evolving around the world, it stays more settled in Center Eastern nations like Jordan. This article surveys the writing on ladies in the lodging and the travel industry enterprises to contextualize the circumstance in Jordan, where a huge and developing government-upheld the travel industry area makes issues of orientation and industry practice particularly ideal. Gender inequity remains ingrained in cultural traditions, with women typically relegated to service roles, even though organizational policy does not explicitly reinforce it. In the meantime, female supervisors are frequently esteemed for their "delicate" abilities and majority rule the executives' styles. Orientation arrangement of the inn labor force is dissected, and the bearings for future examination in the space are proposed. (Masadeh, 2013)

Market managers are aware of the huge size of the market that is influenced by married women, so they design their products according to the choice and interest of the married women and focus their efforts on them. They also recognize that married women who work outside of the home (working Females) are a growing market segment. Their needs, wants, preference, and so forth differ from the Females who do not work outside the home (non-working Females).

### OBJECTIVE OF THE STUDY

Women have traditionally played a significant role in making purchase decisions within the family. However, this role may change in the case of working Females. Marketers have traditionally viewed working women as a good market for workplace clothes etc. and so forth (Juyal, 2009) examined the effect of female role alignment on role structure in the family verdict making and found that female procurement roles and decision-making capability is affected by their household type, educational level, age, and occupation & income levels. Thus, it needs to be seen how the role that Females play in the household consumption is affected by their occupational status that is, being employed outside the house as a hotelier, as is an increasing trend in urban India. Considering these observations, the objective of the study is to examine and compare the roles played by working and nonworking Females in the consumption of different consumer food product categories.

### METHODOLOGY

The study was conducted in Delhi city in July 2020 and was designed to be an exploratory study limited to comparing the roles occupy yourself by working and non-working Females in family unit consumption of different product categories. Conscious decision was to limit the scope to a Delhi city as this would minimize variations due to extraneous reasons like culture differences. Thus, a survey of 100 working and 100 non-working married women was conducted by using a structured questionnaire. This quota was assigned to the categories of working and non-working females in the sample design, as the study required comparison in these two categories and facilitated application of the t -test. The sample size was considered adequate as the focus of the study was more on comparison and the study is generalizable to Delhi City only.

**Table 1. Demographic Summary of Applicants**

Group	Number (N)	Ratio (%)
Female	203	100
Age		
<21 years	11	5
21 to 30 years	93	46
31 to 40 years	67	33
41 to 50 years	23	12
>50 years	9	4

Education		
UG Students	19	9
Graduate Students	69	34
Post-graduate Students	103	51
Doctorate/ Post-Doc	12	6

The questionnaire was predicated on distinct categories of purchases made by a family, that is, non-durables, durables, and high value goods. Non-durables, durables, and high-value products coincide with the definition of convenience goods, shopping goods, and specialty goods. This categorization and conceptual framework were chosen as it is well known that consumption processes are 'best studied in relation to the types of products,' with the efforts and energy expended on consumption related activities increasing as the value of the product increases from non-durable products through durable products to high value products (Ramaswamy, 2002) This categorization was chosen as it is also related to the concept of purchase involvement. It is known that the purchase processes vary with the changes in purchase involvement, with consumers exhibiting extensive problem solving in case of high involvement purchases, and limited information processing in case of low involvement purchases (Schiffman, 2008)

For each of these categories, the respondents were to indicate on a 5-point scale how frequently (Always, very frequently, Frequently, not so frequently, not at all) they played each of the roles involved in family consumption as given in the Table 2. The analysis of the primary data collected was done by way t-test to compare the roles of working and non-working Females in buying behavior. The test is used to test hypotheses based on mean scores of a variable when the number of remarks is small, and the resident's standard deviation is unidentified. To apply the t-test for comparing the deviation of means, it was assumed that the two samples are derived from normal divisions. Because  $\sigma$  is unknown, we assume the variance of the two inhabitants or groups is equal.

Given two separate random samples of size  $n_1$ , in addition  $n_2$ , with means  $X_1$ , and  $X_2$ , and standard deviation  $S_1$ , and  $S_2$ , for experiment with the hypotheses that the samples originated from the same standard population, the t - statistic is calculated by expending t-test as follows:

$$t = \frac{X_1 - X_2}{S} \times \frac{\sqrt{n_1 n_2}}{n_1 + n_2}$$

Where

$X_1$	Mean of the first sample
$X_2$	Mean of the second sample
$n_1$	Number of observations in the first sample
$n_2$	Number of observations in the second sample
$S$	Combined standard deviation

The value of  $S$  is calculated by the following formula.

$$S = \frac{\sqrt{\sum (X_1 - X_2)^2 + \sum (X_2 - X_2)^2}}{n_1 + n_2 - 2}$$

The hypotheses to be tested were formulated as follows:

Ho: There is no significant difference between the role played by the working and non-working Females.

Ha: There is a significant difference between the role played by the working and non-working Females.

### Analysis, Result and Discussion

The results of the analysis are presented in the Tables 2, 3 and 4.

Character of Working and Non- Working Females in Consumption of Non-Durable Products: As per the Table 2, the tabulated value of t-statistic is greater than the calculated value of t-statistic in case of the roles of gatekeeper, buyer, user, maintainer, and disposer at the 5% level of significance; so, the null -hypothesis, that is, there is no significant difference between working and non-working Females in playing these roles is accepted. Thus, in the case of non-durable products, both working and non-working Females play the roles of gatekeeper, maintainer, and disposer often, while they play the roles of buyer and user very frequently. These findings may be related to the nature of non-durable products that are most of the times 'fast moving consumer goods' like groceries which do not need disposing after use or supporting like consumer durables. The primacy

of women in purchase and consumption of non-durable products is aligned with the results obtained by (Sharma, 2013) who stated that women have a free hand in purchase of groceries and personal products.

**Table 2. Role Different in Non-Durable Product Consumption**

	Working Females		Non-Working Females		t-Statistic
	Mean	S.D.	Mean	S.D.	
<b>Influencer</b>	3.3	1.06	3.8	0.91	2.34
<b>Gatekeeper</b>	3.02	1.3	3.1	1.21	0.21
<b>Decider</b>	3.86	0.90	4.56	0.56	3.03
<b>Preparer</b>	4.01	1.04	4.63	0.61	2.75
<b>Buyer</b>	4.16	0.87	4.4	0.71	1.41
<b>User</b>	4.21	1.00	4.47	0.73	1.15
<b>Maintainer</b>	3.21	1.14	2.87	1.16	-1.00
<b>Disposer</b>	2.83	1.16	2.93	1.19	0.36

Tabulated value of t-test at the 5% level of significance = 1.699

**Table 3. Role Different in Durable Product Consumption**

	Working Females		Non-Working Females		t-Statistic
	Mean	S.D.	Mean	S.D.	
<b>Influencer</b>	3.46	0.973	3.90	0.99	1.51
<b>Gatekeeper</b>	2.76	1.43	3.00	1.17	0.62
<b>Decider</b>	3.60	0.92	3.53	0.84	-0.62
<b>Buyer</b>	3.10	1.18	2.63	1.37	-1.30
<b>Preparer</b>	3.70	0.84	3.57	0.97	-0.57
<b>User</b>	3.57	1.07	4.37	0.62	4.4
<b>Maintainer</b>	3.43	1.15	3.9	1.06	1.64
<b>Influencer</b>	3.46	0.973	3.90	0.99	1.51
<b>Gatekeeper</b>	2.76	1.43	3.00	1.17	0.62

Tabulated value of t-test at the 5% level of significance = 1.699

It is observed that the calculated t-statistic is greater than the tabulated t-statistic at the 5% level of significance for the roles of influencer, decider, and preparer, that is, the null hypothesis is not accepted. It means that difference in the means of two samples is significant in the case of these roles.

Based on the mean scores, it can be said that the non-working Females tend to play the roles of preparer (M= 4.63) and decider (M= 4.57) nearly all the time, whereas, working women play these roles very frequently but not all the time. (Jackson, 1985) too attested to the working Females' dislike for food shopping and cooking. Non-working Females enacted the role of the influencer very frequently (M= 3.97), while working Females did so only frequently (M = 3.40), this may be related to the findings of McCall (1977), who also found working Females to be shopping for food less frequently. Thus, they need to exercise influence in what may be seen as their key realm of domestic responsibility. The differences probably reflect the role change in case of working Females, who are perhaps ceding some roles like preparing food in the kitchen all the time to a small extent to others within the family or to housekeeping services. The findings appear to be in line with those of obtained by (Joag S.G., 1984) who found that to save time and energy, families of women who are employed in high-status occupations are known to dine out more frequently.

**Table 4. Role Different in Consumption of High Value Products**

	Working Females		Non-Working Females		t-Statistic
	Mean	S.D.	Mean	S.D.	
<b>Influencer</b>	3.12	0.90	2.03	1.21	-0.34
<b>Gatekeeper</b>	2.43	1.14	2.40	1.20	-0.12
<b>Decider</b>	3.00	1.20	2.53	1.33	-1.63
<b>Buyer</b>	2.30	1.12	1.87	1.21	-2.04
<b>Preparer</b>	3.17	0.95	2.30	0.95	-3.50
<b>User</b>	2.83	1.31	2.83	1.21	-0.34
<b>Maintainer</b>	2.57	1.07	2.10	1.13	-1.34
<b>Disposer</b>	2.27	0.89	1.70	0.95	-2.60
<b>Influencer</b>	3.12	0.90	2.03	1.21	-0.34

Tabulated value of t-test at the 5% level of significance = 1.699

Character of Working and Non- Working Females in Consumption of Durable Products: In case of roles of influencer, gatekeeper, decider, preparer, buyer, maintainer, and disposer, the calculated value of t-test is smaller than the tabulated value of t-test; hence, we accept the null hypothesis. It means that there was no difference amongst the roles performed by working and non-working Females in consumption processes of durable products (furniture, fridge, TV, etc.). A perusal of the Table 3 shows that both working and non-

working married women play these roles frequently or very frequently. The finding is like those of (Chithra, 2012) who stated that women play an important role in purchase decisions pertaining to household goods like washing machines and refrigerators, which they use often.

But, in case of the role of the user, the calculated value of t-statistic is greater than the tabulated value of t-statistic; therefore, the null hypothesis is not accepted. From here, we infer that the difference of means of the two samples is significant. It means non-working women were very frequent ( $M= 4.36$ ) in playing the role of a user than working women ( $M= 3.56$ ), who were frequently using the durable products, but not as frequently as the nonworking married women. This is probably due to non-working Females being at home more, which results in their making more use of the durables like TV, washing machine, microwave oven, vacuum cleaner, while the working Females are engaged in the formal workplace. The finding in a way relates to the findings of (Joag S.G., 1984), who pointed to reduced role of working Females in cooking. Similarly, it appears that working Females are ceding some of the user related roles in connection with durables either to domestic helps or members of the family.

**Role of Working and Non- Working Women in Consumption of High Value Products:** From the Table 4, it is observed that the calculated t-statistic is less than the tabulated t-value for the roles of influencer, gatekeeper, decider, user, and maintainer, that is, we accept the null-hypothesis that there is no difference in these roles when enacted by working and non-working Females in case of high-value purchases. In case of consumption of high-value products, both working and non-working women act as influencers, deciders, and users frequently, whereas they play the role of gatekeepers and maintainers at times, but not frequently.

In the case of high value purchases, it is observed that there is a difference in the roles played by working and non-working women so far as the roles of preparer, buyer, and disposer are concerned and the null hypothesis is not rejected in the case of these roles, as the calculated t-statistic is higher than the tabulated I-statistic. Both working and non-working women enact the role of preparer in case of high-value purchases at times but working women ( $M=2.40$ ) tend to play this role more frequently than non-working women ( $M=1.87$ ). Working women ( $M=3.17$ ) are frequently the buyers of high-value purchases as compared to non-working women ( $M=2.30$ ) who do so at times only. While both working and non-working women are disposers of high-value products only at times, working women ( $M = 2.27$ ). It appears that the financial resources which are accessible to the working Females facilitate them to own, prepare, and dispose of high-value products more frequently than non-working Females, who may be dependent upon their partners in these matters. The slightly more active role of working Females in high value products seems aligned to the opinion of Chaudhary (2013) that non-working Females are assumed to consider the opinions and suggestions of other people as they may not be as well informed or self-reliant as working Females.

### **MANAGERIAL IMPLICATIONS**

It is true that there is a distinction in some of the roles that working and non-working Females play, the changes are still incipient in nature so far as the Indian urban households are concerned. However, in case of non-durables, when targeting households with working Females, it will be appropriate to start addressing communications to other people in the household who have started filling in the roles being vacated by Females. Marketers of consumer durables will be better served if they considered the needs of non-working Females, who probably are the single largest segment of consumer durables in the country.

### **CONCLUSION**

Both working and non-working Females were active to a considerable extent in the consumption roles of durable products. There is a considerable similarity in the roles played by working and non-working married Females in the case of durable products, where they are involved heavily in the consumption roles enacting them either frequently or very frequently. The only difference is the degree to which they are very frequent users of durable products, with non-working Females using them even more frequently than working Females. The role of working Females in consumption of high-value products is more dominant than that of non-working Females. Though Females as such are less active in consumption processes related roles of high-value products, which can be assumed to mean that the men of the family are more active in consumption roles associated with these products. More activity of working Females is seen in the roles of buyer, preparer, and disposer in case of high-value products.

Role of working Females in the consumption process is increasing with the value of the products; they are less active than non-working women in the consumption roles associated with products of lower value and are more involved when the product is of high value, while both categories of women are active to a nearly equal extent in the case of medium value durable products. It can thus be seen that higher involvement consumption engages working Females more than the non-working Females, which is probably due to more exposure of

these women to the outside world, and probably due to their higher education and thus higher analytical ability.

On comparing the findings of the study with the extant literature from the West, it is found that behavior patterns of the working Females in India are very akin to that displayed by working Females in the West, which reflects a possible monoculture evolving in urban areas of the world.

### LIMITATION OF THE STUDY AND SCOPE FOR FURTHER RESEARCH

The limitations of the study arise from the choice of Delhi as the locale, which has rather high Market Intensity Index as per RK Swamy BBDO. This makes application of the results of the study limited to similar high Market Intensity Index markets. The questionnaire used was not a standardized instrument, and hence, the results are more indicative than definitive. It will be apt to follow up this study with a qualitative study to examine the reasons for the differences observed in this study. This study compared only the roles enacted by working and non-working Females; it will be of value to examine the roles played by Females in context of the three-way occupational status scheme given by Scherzinger and Allen (1981) for added depth. A follow-up study that uses the frame of this study will be apt in establishing trends. Replicating the present study in other cities will help in establishing whether the differences identified in this study are present to other urban centers' also and whether the same are generalizable across the country.

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