



A comparative study on Personal Values among Corporate and NGO Employees

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Abstract

Personal values provide internal reference for what is right or wrong and they constitute a motivational dimension that directs behavior to achieve goals or modes of action which makes human behaviour selective. The study was conducted on 120 corporate and NGO employees. Convenience sampling technique was used to collect the data. The sample were administered the personal value questionnaire by Sherry and Verma to evaluate the religious, social, democratic, aesthetic, economic, knowledge, hedonistic, power, family prestige and health values. The descriptive statistics and 't' test was used to verify the hypothesis. The findings reveal that there were significant differences in the personal values among the areas of religious, social, democratic, economic, power values.

Key words: Personal values, Corporate, NGO, employees.

Personal values or individual values are the values to which an individual is committed and which influences his behavior (Theodorson and Achilles, 1969). An individual may have adhere to many value systems, but only few of them are not only relevant but are significant in determining a behavior. According to Anbalagan (1989) Personal values system is viewed as a relatively permanent perceptual framework which shapes and influences the general nature of an individual's behavior.

The Personal values may develop by direct learning through our immediate social models such as parents ,teachers and peers ,however the person may also be influenced by society that individual interacts and also through the different media of communications.

According to G.P. Sherry and Prof.R.P.Verma(1989) there are ten basic values that are recognized as center values across all the cultures in the world.

These ten values are defined below:

1. Religious Value: This value is defined in terms of faith in God, attempts to understand Him, fear of divine wrath and acting according to the ethical codes prescribed in the religious books. The outward acts of behavior expressive of this value are going on a pilgrimage, living a simple life, having faith in the religious leaders, worshipping God and speaking the truth.
2. Social Value :This value is defined in terms of charity, kindness, love and sympathy for the people, efforts to serve God through the service of mankind, sacrificing personal comforts and gains to relieve the needy and the affected of their misery.



3. Democratic Value :This value is characterized by respect for individuality, absence of discrimination among persons on the basis of gender, language, religion, caste, race and family status, ensuring equal social, political and religious rights to all, impartiality and social justice and respect for the democratic institutions.
4. Aesthetic Value Aesthetic value is characterized by appreciation of beauty, form, proportion and harmony, love for fine arts, drawing-painting, music, dance, sculpture, poetry and architecture, love for literature, love for decoration of the home and the surroundings, neatness and system in the arrangement of the things.
5. Economic Value This value stands for desire for money and material gains. A man with high economic value is guided by considerations of money and material gains in the choice of his job.
6. Knowledge Value This value stands for love of knowledge of theoretical principles of any activity, and love of discovery of truth. A man with knowledge value considers a knowledge of theoretical principles underlying a work essential for success in it. He values hard work in studies, for him knowledge is virtue.
7. Hedonistic Value Hedonistic value, as defined here, is the conception of the desirability of loving pleasure and avoiding pain. For a hedonist, the present is more important than the future. A man with hedonist value indulges in pleasures of the senses and avoids pain.
8. Power Value The power value is defined as the conception of desirability of ruling over others and also of leading others. The characteristics of a person of high power value are that he prefers a job where he gets opportunity to exercise authority over others, that he prefers to rule in a small place rather than to serve in a big place, and that he is deeply status conscious and can even tell a lie for maintaining the prestige of his position.
9. Family Prestige Value The family prestige value is the conception of the desirability of such items of behavior, roles, functions and relationships as would become one's family status.
10. Health Value Health value is the consideration for keeping the body in a fit state for carrying out one's normal duties and functions. It also implies the consideration for self-preservation. A man with high health value really feels if through some act of negligence he impairs his health, he considers good physical health essential for the development and use of his abilities.

Objectives of the Study

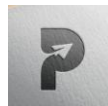
1. To study the personal values of corporate employees
2. To study the personal values of NGO employees
3. To find the significant difference, if exists, in the personal values among Corporate and NGO employees.

Hypothesis

1. There is no significant difference exists between the personal values among Corporate and NGO employees.

Research design

The present study is two X two group design



Sample

The sample consisted of 120 corporate and NGO employees working in Bangalore. Convenience sampling technique was used to collect the data.

Variables

Independent variables: Types of organization

Dependent variable: Differences in Personal Values

Measuring tool

An Personal value questionnaire(PVQ) was used to measure the differences in personal values among corporate and NGO employees . This scale was designed and developed by Dr. G.P. Sherry and Prof. R.P. Verma. Each question had three options and subjects were asked to respond to each item. Data are analyzed with the help of Mean, Standard deviation (S.D) and t-test to study different values of students. The items are classified into 10 areas namely

- | | |
|---------------------|--------------------------|
| 1. Religion Value | 6. Knowledge Value |
| 2. Social Value | 7. Hedonistic Value |
| 3. Democratic Value | 8. Power Value |
| 4. Aesthetic Value | 9. Family Prestige Value |
| 5. Economic Value | 10. Health Value |

Procedure

The researcher used the Descriptive Survey method in this study. The rapport was established with the employees and instructions were given and the participants were asked to complete the questionnaire. The entire procedure took approximately 10-15 Minutes.

Table: 1 Shows the Mean ,SD and t value for the personal values between Corporate and NGO employees

Values	Corporate		NGO		t	Level of significance
	Mean	SD	Mean	SD		
Religious	12.40	3.74	14.60	4.11	2.26	Significant
Social	13.82	3.79	15.98	2.87	3.36	Significant
Democratic	14.66	2.93	18.02	3.81	2.60	Significant
Aesthetic	7.03	5.76	8.56	2.57	1.06	Not significant
Economic	18.51	3.30	14.96	2.37	6.32	Significant



Knowledge	14.55	3.93	13.79	2.45	4.21	Significant
Hedonistic	6.32	1.0	6.25	2.41	1.10	Not significant
Power	18.46	2.93	12.04	1.34	2.68	Significant
Family	12.70	2.6	11.79	3.47	1.74	Not significant
Health	9.64	2.58	10.34	2.73	0.62	Not significant

The primary objective of the study was to measure difference in personal values between Corporate and NGO employees. To attain the objective and verify the hypothesis, the data were analyzed using SPSS 20.0, Mean SD and t test were calculated.

Table 1 shows differences in mean scores across different dimensions of personal values. The obtained t ratio indicates that there found to be overall significant differences between corporate and NGO employees on the dimensions of personal values , hence the null hypothesis that there is no significant difference exists between the personal values among Corporate and NGO employees is rejected .The results of the present study reveals that corporate employees are more economic, this indicate that corporate employees value money and material gains which help them progress, and seek knowledge this value stands for love of knowledge of theoretical principles of any activity, and love of discovery of truth. Corporate employee value power, the characteristics of a person of high power value are that he prefers a job where they get opportunity to exercise authority over others, they prefer to rule in a small place rather than to serve in a big place, and that he/she is deeply status conscious and can even tell a lie for maintaining the prestige of their position. However corporate employee also seek family value , the family prestige value indicates that desirability of such items of behavior, roles, functions and relationships as would become one’s family status.

With reference to the table 1 indicates that NGO employees are religious and value democratic, Thus NGO employee have more faith in god and living a simple life when compared to the corporate employee. NGO employee adheres to democratic value which are characterized by respecting for individuality, absence of discrimination among persons on the basis of gender, language, religion, caste, race and family status, ensuring equal social, political and religious rights to all, impartiality and social justice and respect for the democratic institutions. NGO employees scored higher on the dimension of social, thus it can be interpreted as the NGO employees show more sympathy for the people in need and are charitable for the social cause or helping people in despair.

However the findings of the present study also revealed that there less mean differences in the dimension of hedonistic, aesthetic, and health.



Conclusions

1. The null hypothesis stating that there is no significant difference exists between the personal values among Corporate and NGO employees is rejected since the results showed significant differences in the personal values among the employees.
2. Corporate employees scored higher on the values namely economic, knowledge, power and family prestige.
3. NGO employees are more religious, democratic and social when compared to corporate employees.

References

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