

## Does Profession Makes any Difference on Personal Values ?

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### Abstract

Personal values are the beliefs or the philosophy of an individual, which is one of the major sources of meaningful life. Every individual holds some personal values whether they are conscious about them or not. They could range from very common (such as to be punctual at work or to be loyal with others) to more psychological in nature (like harmony and concern for well-being of others). Therefore, it was found worthwhile to study whether profession makes any difference on personal values. For the purpose Personal Values Questionnaire (PVQ; Sherry & Verma, 1998) was administered on a sample of 140 participants from defense services and private MNC's (n = 70 each). The results of t-test for independent sample reveals that in comparison to MNC employee, defense personnel found to be high on democratic values, family prestige value, religious values and social values. On the other hand, MNC employees obtained high mean values on health values and power values as compared to defence personal. Whereas, no difference were reported on aesthetic values, economic values, hedonistic values and knowledge values.

**Keywords:** values, personal values, military environment.

A value is defined as a significant conviction, mission, or ideology. Each individual possesses a fundamental set of personal values, regardless of their awareness of them. Values may range from the mundane, such as diligence and punctuality, to the more intellectual, including independence, empathy, and a shared goal. According to Milton (1968), values are *"abstract ideals, positive or negative, representing a person's beliefs about modes of conduct and ideal terminal modes, not tied to any specific object or situation"*. *"A persistent conviction that a particular mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence"* is how Marumoto (1988) defined values. The constellation of likes, dislikes, viewpoints, shoulds, inner inclinations, rational and irrational judgements, prejudices, and association patterns that shape an individual's worldview is identified by Spranger (1928) as an early and influential value. A value system is significant because, once internalised, it can function as a norm or guideline that directs behaviour, either consciously or unconsciously. Personal values represent individuals' own perceptions of what is virtuous, advantageous, significant, practical, aesthetically pleasing, sought-after, and constructive.

Individual or personal values are those to which a person aspires and which shape his conduct (Theodorson and Achilles, 1969). Decisions are tangentially related to one's personal values. Early-life values formed in a person may be hard to modify. While personal values are not universal, value concepts themselves are. Genes, family, country, culture, and historical context all influence one's personal values. Personal values are the convictions one has about his or her life's purpose. Children pick up values from the people in their environment when they are young, but when they become teenagers, they begin to accept and reject these ideals.

However, it is simple to ignore the active identification and organisation of one's own values in

favour of accepting those that have been imprinted in us by society, parents, educators, and other authorities. The easy and comfortable fit allows us to achieve this. Understanding the underlying values of developing kids will assist educators and adults in determining the course of their progress and the kind of support that they need. In situations where students lack the values necessary to adjust to school and prepare for the future, appropriate counselling can be given to them.

The atmospheres of multinational corporations and the military are quite different. As we have established, an individual's personal values are influenced by their environment. As a result, the goal of the current study is to examine how the personal values of private sector workers and defence personnel differ. Several researches looked into whether values of defence personnel and civilians differed.

In 1967, England and a colleague conducted research on Indian managers' personal values in India. They discovered a robust correlation between a manager's personal values and success. Managers that are successful have a strong achievement orientation. When McCosh (1986) examined the personal values of citizens and Air Force officers, he discovered a large difference in values. In their study "The Congruence of Personal Life Values and Work Attitudes," Hyde, Rachel, and Weathington (2006) discovered that the majority of people ranked family as the most important factor in their lives. Work and self-importance scored lower than religion, which was also given high priority. According to Lyons, Duxbury, and Higgins's (2006) research, there are relatively minor differences in personal values between the private, public, and para-public sectors. In their study of the personal value dimension on Brazilian executives, Giraldo, Janaina de Moura Engracia & Ikeda, Ana Akemi (2008) discovered that the executives' most favoured personal value is politeness. In their study, Khaushal and Janjhua (2011) discovered that there are substantial

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differences in personal values amongst professions. In his research, Dwivedi (2015) discovered that military officers have high levels of scientificism, venturesomeness, progressivism, democracy, and empathy.

#### Objective

The objective of the present empirical research was to study whether 'profession makes any difference on personal values'.

#### Hypotheses

There will be no significant difference in the personal values of defense personnel and private employees.

#### Method

##### Sample

The sample size of this study consisted of 70 defense personnel (on service) from different cultures of India and 70 private employees also from different cultures. The age range of the sample is from 25 to 35 years. The salary of both samples is approximately equal. Data was gathered through personal visits and through e-mails. The defense personnel are of different ranks and same with private employees (having different posts).

##### Measure(s)

##### Personal Values Questionnaire [PVQ; Sherry & Verma (1998)]:

The questionnaire consisted of 40 statements and developed to measure the ten human values in individual personality, which includes "(i) Religious,

In the stem of the question, a criterion situation of seeking the value preferences are depicted and the three items under each stem are depicted for expressing the comparative preference under the stimulus of the criterion situation. Items under each stem are assigned to the different values. Each value has an equal number of items and there are 12 items for each value. The reported test-re-test reliability ranges from 0.45 to 0.67 with the time gap of eleven months and from 0.53 to 0.85 with the time gap of three months.

#### Results & Discussion

The present investigation was conducted to compare the personal values of defense personnels (public sector) and private employees (multinational companies). The results obtained by the statistical analysis of the data are presented below in Table 1.

In comparison to MNC employee, defense personnel found to be high on democratic values, family prestige value, religious values and social values. For democratic values, obtained mean value by MNC employees is 13.57 and by defense personnel is 15.67 with a t-value of 4.38 which indicates the significant difference between the two groups. On the other hand, MNC employees obtained high mean values on health values and power values as compared to defence personal. Whereas, no difference were reported on aesthetic values, economic values, hedonistic values and knowledge values.

**Table 1: Summary table of descriptive statistics (Mean & S.D.) and t-values for MNC Employees and Defense Personnel**

Values	Groups	Mean	S.D.	t	df	Sig. (2-tailed)
Aesthetic	MNC Employees	11.64	1.45	1.78	138	0.08
	Defence Personnel	10.96	2.88			
Democratic	MNC Employees	13.57	2.47	<b>-4.38</b>	<b>138</b>	<b>0.01</b>
	Defence Personnel	<b>15.67</b>	<b>3.16</b>			
Economic	MNC Employees	10.20	2.42	-0.83	138	0.41
	Defence Personnel	10.60	3.23			
Family Prestige	MNC Employees	11.54	4.24	<b>-3.97</b>	<b>138</b>	<b>0.01</b>
	Defence Personnel	<b>13.96</b>	<b>2.80</b>			
Health	MNC Employees	<b>14.41</b>	<b>2.22</b>	<b>9.60</b>	<b>138</b>	<b>0.01</b>
	Defence Personnel	11.04	1.93			
Hedonistic	MNC Employees	11.87	2.71	1.47	138	0.14
	Defence Personnel	11.20	2.70			
Knowledge	MNC Employees	13.81	3.26	-0.34	138	0.74
	Defence Personnel	13.99	2.72			
Power	MNC Employees	<b>9.94</b>	<b>1.06</b>	<b>6.85</b>	<b>138</b>	<b>0.01</b>
	Defence Personnel	7.59	2.68			
Religious	MNC Employees	8.66	3.62	<b>-4.21</b>	<b>138</b>	<b>0.01</b>
	Defence Personnel	<b>11.23</b>	<b>3.61</b>			
Social	MNC Employees	12.13	4.00	<b>-2.46</b>	<b>138</b>	<b>0.02</b>
	Defense Personnel	<b>13.56</b>	<b>2.75</b>			

(ii) Social, (iii) Democratic, (iv) Aesthetic, (v) Economic, (vi) Knowledge, (vii) Hedonistic, (viii) Power, (ix) Family Prestige and (x) Health value". Every question has two parts i.e. a stem and 3 items.

The aim of the study was to compare the personal values of defense personnel and private employees. To measure the personal values Personal Value Questionnaire (PVQ) was administered on a sample

of 140 participants, 70 from each sector (defense and private). Data was gathered through personal visits and e-mails. Obtained data was subjected to statistical analysis for which descriptive statistics was applied followed by t-test.

From the results, we found that defense personnel were high on personal values including religious (t = 4.212, p < .01), social (t = 2.463, p < .02), democratic (t = 4.383, p < .01) and family prestige (t = 3.974, p < .01), whereas private employees were high on power value (t = 6.845, p < .01) and health value (t = 9.599, p < .01).

But no significant difference between the two groups was reported on aesthetic, economic, knowledge and hedonistic values.

The results highlighted that defense personnel are more concerned to have religious, social, democratic and family prestige values, but are less concerned about power and health values as these are part of their daily routine schedule. As the structure of Indian Army is somehow accepted the caste system such as Jat Regiment, Rajputana Regiment etc. so the defense

others. Private employees define their success on the basis of power of their post.

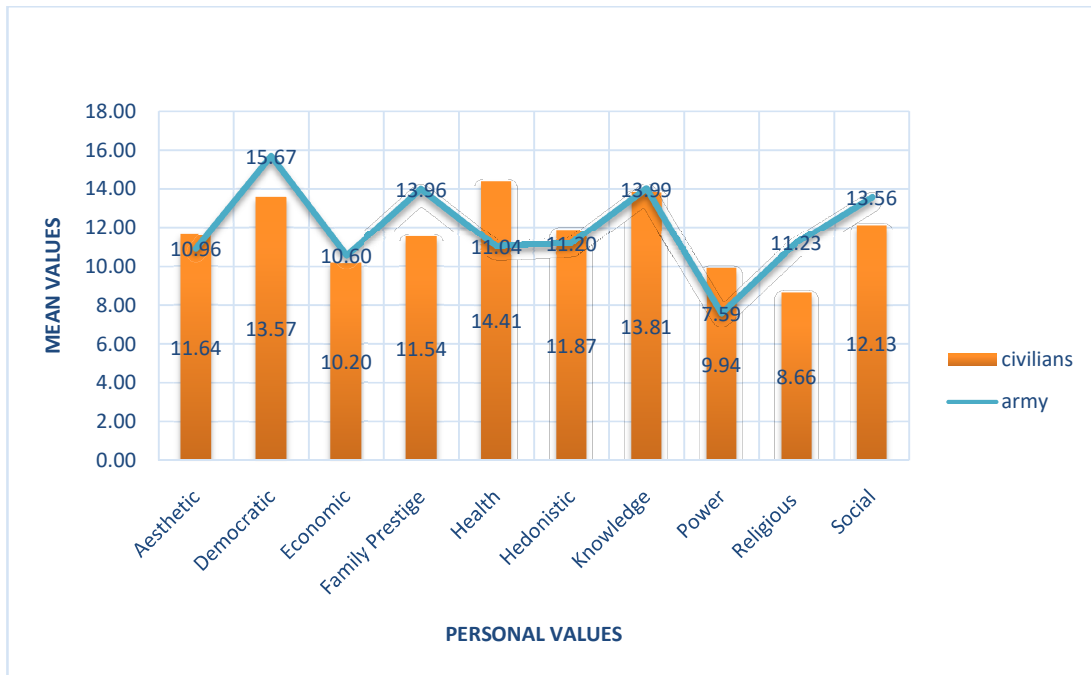
There is no significant difference in the aesthetic, economic, knowledge and hedonistic values. Taylor (1969) in his study of personal values of army officers found that the army officers are of pragmatic value orientation. Taylor also found that the values of army officers are similar to those of business managers. Marumoto (1988) also found in his study that civilian's values differed from the military. Both groups differ on societal and conduct values.

**Limitations**

The study includes only quantitative data but with the help of qualitative data result will be more valid and reasonable. The research was conducted on all the army personnel and MNC employees regardless of their ranks and trades but it would be better if specific ranks and trades would be compared.

**Conclusion**

This study concludes that profession makes difference in the personal values of people. The environment of profession in which a person works has a certain



**Figure – 1: Graph showing Mean for MNC Employees and Defense Personnel**

personnel are more related towards family prestige and religion. Army trains the army persons to treat equally, no discrimination based on caste, education and language etc.

Results also indicate that defense personnel are less concerned to health and power value. In army, health (physical fitness) is the part of a person's daily life so the person does not think of it as values. But private employees are more devoted to the power value as they want to go on higher and higher post to rule

effect on personal values of that person. In the present study military personnels are more concerned about religious, social, democratic and social values but less concerned about health and power values. But private employees are more concerned about power values.

**Suggestion**

- Qualitative data must be gathered in addition to quantitative data to enhance the quality of responses.
- The sample size can be increased.

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