THE IMPACT OF THE RELATIONSHIP BETWEEN SELF-CONCEPT AND PERSONALITY AMONG IT INDUSTRY EMPLOYEES IN CHENNAI

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ABSTRACT

The present study aims to find out the Impact of the Relationship between Self-concept and Personality among IT Industry Employees in Chennai. A sample of 112 respondents were selected randomly and studied. A questionnaire method of survey was used to find out the Impact of the Relationship between Self-concept and Personality among IT Industry Employees. The data were collected by using questionnaire as an instrument. Correlation, Regression and Kruskal Wallis Test was applied in the present study. The findings and observations are the result and outcome of the interpretations made during the study of analysis.

Key words: Self-concept, Personality and IT industry employees.

INTRODUCTION

Self – concept is one of the dominant factors of personality. It is a person's notion of himself, an involved complex and significant factor in his behaviour and a relatively enduring aspect of personality. It is regarded as a motive attitude or value by means of which an individual relates himself to his environment.

The study of self-concept has awakened growing interest in psychological research of recent years. Despite the profusion of studies devoted to it, it is difficult to find a unanimous, accepted definition of the term self-concept, given that it has been approached from different theoretical perspectives. Nonetheless, there does exist agreement among the different authors in that the term self – concept has a multi-dimensional nature. Self-concept is considered to comprise various dimensions, areas or facets, some of which are more related to certain personality aspects (physical, social, emotional), while others appear to be more linked to academic achievement (in different areas and subjects).

Self-concept "is the set of perceptions or reference points that the subjects has about himself…. The set of characteristics, attributes, qualities and deficiencies, capacities and limits, values and relationship that the subjects knows to be descriptive of himself and which he perceives as data concerning his identify". It is the set of knowledge an attitudes that we have about ourselves; the perceptions that the individual assigns to him self and characteristics or attributes that we use to describe ourselves. It is understood to be fundamentally a descriptive assessment and has a cognitive nuance.

The importance of self-concept stems from its notable contribution to personality formation. Self – esteem has to do with social competence, since it influences how the person feels, how he or she thinks, learns, values himself or herself, relates to others, and ultimately, how he or she behaves.

The personality is the or condition of being a person. It is the totality of qualities and traits, as of character or behavior; those are peculiar to a specific person. Personality is the pattern of collective character, behavioral, temperamental, emotional, and mental traits of a person: though their personality differed, they got along as friends. Distinctive qualities of a person, especially those distinguishing personal characteristics that make one socially appealing: won the election more on personality than on capability. The issue of personality types, including temperament, is as psychology. In fact, it is a good deal older. The ancient Greeks had given it considerable though, and came up with two dimensions of temperament, leading to four " types", based on what kind of fluids (called humors) they had too mush or too little of. This theory became popular during the middle ages.

REVIEW OF LITERATURE

Ivcevic, Zorana (2007) A study conducted on "Artistic and Everyday Creativity: An Act-Frequency Approach", Scholars often distinguish everyday creativity and creativity in more formal domains, such as the arts. However, everyday creativity has been rather neglected in research. This paper compares artistic and everyday creativity. Three studies examine the content of behavior in artistic and everyday creativity, as well as similarities and differences in their relationships with personality traits, psychological well-being, and psychopathology. Typical artistic creativity acts referred to time investment in the arts, generation of art works, and achievement in the arts, whereas typical everyday creativity acts concerned humor and self-expression in daily activities. Both kinds of creativity were related to openness to experience, a personality trait described as the disposition towards creativity. However, artistic creativity was related to higher rates of psychopathology, while everyday creativity was related to extraversion, conscientiousness, and personal growth.

Baer, Markus; Oldham, Greg R.; Jacobsohn, Gwendolyn Costa; Hollingshead, Andrea B. (2018) a study conducted on "Personality, Creativity and Personality" We examined the possibility that teams composed primarily of individuals with Personality characteristics conducive to team creativity (e.g., high extraversion, high openness to experience, low conscientiousness, high neuroticism, low agreeableness) would show synergistic increases in creativity when they experienced high levels of "team creative confidence", a shared understanding that the team is more creative than each team member individually. We tested these hypotheses using a sample of 145 three-student teams that worked on a set of idea generation tasks at Time 1 (T1) and a second set two weeks later at Time 2 (T2). As expected, results of cross-lagged regression analysis indicated that when team creative confidence at T1 was high, team creativity at T2 increased quadratically as

the number of team members who scored high on extraversion, high on openness, or low on conscientiousness increased. However, the number of individuals composing a team who scored high on neuroticism or low on agreeableness had no relation to team creativity under conditions of high or low team creative confidence. Implications of these results for the design of creative teams are discussed.

OBJECTIVES OF THE STUDY

- To know out the any significant relationship between Self-concept and Personality on the basis of their demographic variables.
- To find out the Impact of the Relationship between Self-concept and Personality among IT Industry Employees, Chennai.

METHODOLOGY

Primary data and secondary were used for data collection in the project report. First time collected data referred to as primary data. The researcher is particularly keen in selection of samples with adequate proportion of the each category which provides representation of the respondents. The investigator personally distributed the questionnaires to each member of the randomly selected sample. They were requested to answer the items in the booklet as per the instructions provided at the beginning of each questionnaire. Confidentiality of response was assured. The respondents selected through Simple Random Sampling method. 125 questionnaires distributed in the various IT industry employees in Chennai. Five respondents not retuned the questionnaire and Eight respondents data incomplete answer the question, thus the researcher finalized the total number of the respondents as 112 for the study. The interview schedule consisted of a number of questions in the printed form. The primary data was collected from 112 IT industry employees in Chennai. The employees were co-operative and took one hour to fill the information in all the questionnaires. The questionnaires were collected by the investigator from the employees. The responses were scored as per the scoring key of the respective questionnaire. Then the results were tabulated, analysed and discussed. In this research, the primary data was collected by means of interview schedule. This type of secondary data was collected from the books and journals. The collected data were analysed using appropriate statistical techniques. In order to study the functional dependencies to indicate the likelihood of causal relationships between the variables, inferential statistical techniques of product moment correlation, step-wise regression and Kruskal Wallis Test were computed.

Tools Descrption

Self-concept Scale:

Robson Self-concept Questionnaire (Robson, 1989) This is a 30-item questionnaire for assessment of self-esteem with good reliability and validity. Defining self-esteem as a composite and not single entity, the scale assesses seven components of self-esteem: subjective sense of significance; worthiness; appearance and social acceptability, competence, resilience and determination; control over personal destiny and the value of

existence. The individual is asked to indicate how much they agree or disagree with each statement, according to how they typically feel. The answers are scored on a scale of 0-5 and a total score is calculated. A high score represents high self-esteem, with 100 being considered the "normal" mean with a standard deviation of 20 (Romans et al., 1996; Robson, 1989). This measure has been used previously in studies with people with psychosis (e.g. Close and Garety, 1998; Freeman et al., 1998) and correlates highly with Rosenberg's (1965) measure of self-esteem (Robson, 1989).

Dimensional Personality Inventory (DPI) scale

Dimensional Personality Inventory (DPI) scale developed by Dr. Mahesh Bhargava (2003). The DPI have been examined with the help of nine components namely activeness, enthusiasm, assertiveness, trustiness, optimism, emotional stability, responsibility, friendliness and decisiveness. Dimensional Personality Inventory (DPI) consists of 60 statements. The respondents are asked to rate the statements at five point scale. The assigned scores on these sales are from 5 to 1 respectively. The tools revised and modified by the researcher. Finally estimates consist of 20 statements.

ANALYSIS AND INTERPRETATION

Table 1

Showing Kruskal Wallis Test of Self-Concept and Personality among IT Industry Employees on the basis of their Gender

Groups	Gender	N	Mean Rank	Chi-Square	Degrees of freedom	Probability Value
Self-Concept	Male	72	58.44	4.111	1	0.043*
	Female	40	53.00			
Personality	Male	72	62.68	10.437	1	0.001*
	Female	40	45.38			

Source : Primary Data
* Significant at 0.01 level

Hy : There is a significant difference between Self-concept and Personality among IT Industry Employees on the basis of their Gender.

Table 1 reveals the Mean Rank, Chi-Square of Gender groups on the basis of their Self-Concept and Personality among IT Industry Employees. It is evident from the table that respondents having male (58.44) show higher Self-concept than female groups. But this difference is statistically proved, as the obtained Chi-square value (4.111) is significant at 0.01 level. Hence, the hypothesis that male will have high mean rank value than female is accepted. So it is concluded that, there is a significant difference between the Self-Concept on the basis of their Gender.

Also further respondents having male (62.68) show higher Personality than female groups. But this difference is statistically proved, as the obtained Chi-square value (10.437) is significant at 0.01 level. Hence, the hypothesis that male will have high mean rank value than female is accepted. So it is concluded that, there is a significant difference between the Personality on the basis of their Gender.

Table 2

Showing Kruskal Wallis Test of Self-Concept and Personality among IT Industry Employees on the basis of their Designation

Groups	Designation	N	Mean Rank	Chi-Square	Degrees of freedom	Probability Value
Self-Concept	Technical Engineer	37	54.51	2.425	2	0.297^{NS}
	Senior Technical Engineer	65	58.17			
	Manager	10	53.00			
Personality	Technical Engineer	37	41.70	16.820	2	0.000*
	Senior Technical Engineer	65	63.00			
	Manager	10	69.00			

Source : Primary Data

* Significant at 0.01 level NS – Not Significant

Hy : There is a significant difference between Self-concept and Personality among IT Industry Employees on the basis of their Designation.

Table 2 shows the Mean Rank, Chi-Square of Designation groups on the basis of their Self-Concept and Personality among IT Industry Employees. It is evident from the table that respondents having Senior Technical Engineer (58.17) show higher Self-concept than other groups. But this difference is statistically proved, as the obtained Chi-square value (2.425) is not significant. Hence, the hypothesis that Senior Technical Engineer will have high mean rank value than other groups is rejected. So it is concluded that, there is a no significant difference between the Self-Concept on the basis of their Designation.

Also further respondents having Manager (69.00) show higher Personality than other groups. But this difference is statistically proved, as the obtained Chi-square value (16.820) is significant at 0.01 level. Hence, the hypothesis that Manager will have high mean rank value than other groups is accepted. So it is concluded that, there is a significant difference between the Personality on the basis of their Designation.

Table 3

Showing Kruskal Wallis Test of Self-Concept and Personality among IT Industry Employees on the basis of their Marital Status

Groups	Marital Status	N	Mean Rank	Chi-Square	Degrees of freedom	Probability Value
Self-Concept	Single	32	53.00	110.000	2	0.000*
	Married	73	54.12			
	Separated	7	109.00			
Personality	Single	32	16.50	112.000	2	0.000*
	Married	73	69.00			
	Separated	7	108.00			

Source : Primary Data

* Significant at 0.01 level NS – Not Significant

Hy : There is a significant difference between Self-concept and Personality among IT Industry Employees on the basis of their Marital Status.

Table 3 reveals the Mean Rank, Chi-Square of Marital Status groups on the basis of their Self-Concept and Personality among IT Industry Employees. It is evident from the table that respondents having Separated (109.00) show higher Self-concept than other groups. But this difference is statistically proved, as the obtained Chi-square value (110.000) is significant at 0.01 level. Hence, the hypothesis that Separated will have high mean rank value than other groups is accepted. So it is concluded that, there is a significant difference between the Self-Concept on the basis of their Marital Status.

Also further respondents having Separated (108.00) show higher Personality than other groups. But this difference is statistically proved, as the obtained Chi-square value (112.000) is significant at 0.01 level. Hence, the hypothesis that Separated will have high mean rank value than other groups is accepted. So it is concluded that, there is a significant difference between the Personality on the basis of their Marital Status.

Table 4

Showing Kruskal Wallis Test of Self-Concept and Personality among IT Industry Employees on the basis of their Department

Groups	Department	N	Mean Rank	Chi-Square	Degrees of freedom	Probability Value
Self-Concept	Administration	24	53.00	4.666	3	0.198^{NS}
	Maintenance	30	60.47			
	Technical	50	56.36			
	Others	8	53.00			
Personality	Administration	24	38.38	38.335	3	0.000*
	Maintenance	30	69.08			
	Technical	50	64.05			
	Others	8	16.50			

Source : Primary Data

* Significant at 0.01 level NS – Not Significant

Hy : There is a significant difference between Self-concept and Personality among IT Industry Employees on the basis of their Department.

Table 4 shows the Mean Rank, Chi-Square of Department groups on the basis of their Self-Concept and Personality among IT Industry Employees. It is evident from the table that respondents having Maintenance (60.47) show higher Self-concept than other groups. But this difference is statistically proved, as the obtained Chi-square value (4.666) is not significant. Hence, the hypothesis that Maintenance will have high mean rank value than other groups is rejected. So it is concluded that, there is a no significant difference between the Self-Concept on the basis of their Department.

Also further respondents having Maintenance (69.08) show higher Personality than other groups. But this difference is statistically proved, as the obtained Chi-square value (38.335) is significant at 0.01 level. Hence, the hypothesis that Maintenance will have high mean rank value than other groups is accepted. So it is concluded that, there is a significant difference between the Personality on the basis of their Department.

Table 5

Showing Kruskal Wallis Test of Self-Concept and Personality among IT Industry Employees on the basis of their Monthly Gross Salary

Groups	Monthly Gross Salary	N	Mean Rank	Chi-Square	Degrees of freedom	Probability Value
Self-Concept	Rs.21,000-Rs.35,000	19	53.00	8.598	3	0.035*
	Rs.36,000-Rs.50,000	39	61.62			
	Rs.51,000-Rs.60,000	44	54.27			
	Above Rs.60,000	10	53.00			
Personality	Rs.21,000-Rs.35,000	19	30.32	24.281	3	0.000*
	Rs.36,000-Rs.50,000	39	65.73			
	Rs.51,000-Rs.60,000	44	56.78			
	Above Rs.60,000	10	69.00			

Source : Primary Data
* Significant at 0.01 level NS – Not Significant

Hy : There is a significant difference between Self-concept and Personality among IT Industry Employees on the basis of their Monthly Gross Salary.

Table 5 reveals the Mean Rank, Chi-Square of Monthly Gross Salary groups on the basis of their Self-Concept and Personality among IT Industry Employees. It is evident from the table that respondents having Rs.36,000-Rs.50,000 salary (61.62) show higher Self-concept than other groups. But this difference is statistically proved, as the obtained Chi-square value (8.598) is significant at 0.01 level. Hence, the hypothesis that Rs.36,000-Rs.50,000 salary will have high mean rank value than other groups is accepted. So it is

concluded that, there is a significant difference between the Self-Concept on the basis of their Monthly Gross Salary.

Also further respondents having Above Rs.60,000 salary (69.00) show higher Personality than other groups. But this difference is statistically proved, as the obtained Chi-square value (24.281) is significant at 0.01 level. Hence, the hypothesis that Above Rs.60,000 salary will have high mean rank value than other groups is accepted. So it is concluded that, there is a significant difference between the Personality on the basis of their Monthly Gross Salary.

Table 6

Showing Kruskal Wallis Test of Self-Concept and Personality among IT Industry Employees on the basis of their Years of experience

Groups	Years of experience	N	Mean Rank	Chi-Square	Degrees of freedom	Probability Value
Self-Concept	Below 10 years	24	53.00	4.666	3	0.198^{NS}
	11 to 20 years	30	60.47			
	21 to 30 years	50	56.36			
	Above 30 years	8	53.00			
Personality	Below 10 years	24	38.38	38.335	3	0.000*
	11 to 20 years	30	69.08			
	21 to 30 years	50	64.05			
	Above 30 years	8	16.50			

Source : Primary Data
* Significant at 0.01 level NS – Not Significant

Hy : There is a significant difference between Self-concept and Personality among IT Industry Employees on the basis of their Years of experience.

Table 6 shows the Mean Rank, Chi-Square of Years of experience groups on the basis of their Self-Concept and Personality among IT Industry Employees. It is evident from the table that respondents having 11 to 20 years (60.47) show higher Self-concept than other groups. But this difference is statistically proved, as the obtained Chi-square value (4.666) is significant at 0.01 level. Hence, the hypothesis that 11 to 20 years will have high mean rank value than other groups is accepted. So it is concluded that, there is a significant difference between the Self-Concept on the basis of their Years of experience.

Also further respondents having 11 to 20 years (69.08) show higher Personality than other groups. But this difference is statistically proved, as the obtained Chi-square value (38.335) is significant at 0.01 level. Hence, the hypothesis that 11 to 20 years will have high mean rank value than other groups is accepted. So it is concluded that, there is a significant difference between the Personality on the basis of their Years of experience.

Table 7

Showing Kruskal Wallis Test of Self-Concept and Personality among IT Industry Employees on the basis of their Education

Groups	Education	N	Mean Rank	Chi-Square	Degrees of freedom	Probability Value
Self-Concept	Under Graduate	11	63.18	3.725	2	0.155^{NS}
	Post Graduate	16	53.00			
	Professional	85	56.29			
Personality	Under Graduate	11	66.73	5.843	2	0.054*
	Post Graduate	16	42.75			
	Professional	85	57.76			

Source : Primary Data
* Significant at 0.01 level NS – Not Significant

Hy : There is a significant difference between Self-concept and Personality among IT Industry Employees on the basis of their Education.

Table 7 reveals the Mean Rank, Chi-Square of Education groups on the basis of their Self-Concept and Personality among IT Industry Employees. It is evident from the table that respondents having Under Graduate (63.18) show higher Self-concept than other groups. But this difference is statistically proved, as the obtained Chi-square value (3.725) is not significant. Hence, the hypothesis that Under Graduate will have high mean rank value than other groups is rejected. So it is concluded that, there is a no significant difference between the Self-Concept on the basis of their Education.

Also further respondents having Under Graduate (66.73) show higher Personality than other groups. But this difference is statistically proved, as the obtained Chi-square value (5.843) is significant at 0.01 level. Hence, the hypothesis that Under Graduate will have high mean rank value than other groups is accepted. So it is concluded that, there is a significant difference between the Personality on the basis of their Education.

Table 8

Correlation between the Self-concept and personality among IT industry employees

	Self-concept	Probability Value
Personality	0.817*	0.000

Source : Field Survey
* Significant at 0.01 level

Self-concept is positively and significantly related to Personality (0.817). So there is a positive relationship between Self-concept and Personality among the IT industry employees. So, impact of the relationship between Self-concept and Personality among IT industry employees.

Table 9

Stepwise regression analysis predicting Self-concept and Personality

Sl.No	Step/Source	Cumulative R^2	ΔR^2	Step t	P
1.	Personality	0.551	0.042	10.241	0.01

Source : Field Survey * P < 0.01
Constant value = 14.249

Personality has significantly contributed for predicting the Self-concept. The variable Personality value of Self-concept seems to be 0.551. The predictive value of these variables separately is 0.01.

MANAGERIAL IMPLICATIONS

IT Industry Employees are very important sources for the national development. For creativity thinking is very important. In order to think in different way the individual self-concept and personality are the significant Psychological factors. Here in this present research the study proved that there is a direct relationship among the variables. The study also highlights that the demographic variables influence the self-concept and personality. Further the study attempts to find out the relationship between independent variable like self-concept with personality. The study concluded that there is a significant relationship among the variables. So, concluded that there is a significant difference between Self-concept and Personality among IT Industry Employees on the basis of their demographic variables.

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