



THE IMPACT OF FEMININE TRAITS ON THE WORK PERFORMANCE OF FEMALE EXECUTIVES IN TAMIL NADU'S PUBLIC SECTOR BANKS

Dr. G. Mythili

Assistant Professor, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai, Tamil Nadu, India – 600 117

Email: mythili.sms@velsuniv.ac.in

ABSTRACT

Indian career women are distinct in that they accept any job while still carrying out the traditional role of housewife. Despite the revolutionary changes taking place in the Indian banking industry, women are seen to be able to expertly blend the traditional love of home with professional competence. Their performance level warrants additional in-depth analysis. They are naturally endowed with traits like patience, tolerance, civility, affability, etc., which are crucial for the banking sector, which is primarily a service sector. If the results of this study demonstrate that women's natural characteristics have a major impact on their performance efficiency, the goal is to assist high-level authorities in developing an appropriate policy for hiring women on a broad scale. The current study examined the correlation between the degree of feminine features exhibited by female executives and their demographic characteristics. The conclusion has been provided.

Keywords: Career Women, Banking Sector, Feminine Traits, Performance Efficiency, Demographic Characteristics.

INTRODUCTION

In the Indian context, women are involved in a number of domestic roles. They successfully handle a variety of household difficulties to the satisfaction of family members and other family-related individuals. Throughout this process, they develop a number of traits that distinguish them from men, including problem-solving skills (Hambrick et al. 1996), empathy (Aycan Z. 2004), conscientiousness (Pascal, G., Parker, S. and Evetts, J. 2000), sound judgment (Loden M. 1985), and service-mindedness (Tharenou P. 2001). Women continue to perform the traditional role of homemakers while pursuing employment. It is also claimed that women skillfully combine the traditional love of the home with brilliance in the workplace. Additionally, they have innate traits like tolerance, patience, affability, and courtesy—qualities that are crucial for the banking sector, which is essentially a service industry.

They need to enable them to rise through the banking ranks and effectively handle even the most challenging situations. The chi-square test has been applied to the various qualities identified in the literature survey by splitting the employees into three groups: high, low, and middle. In other words, all of the qualities have been grouped into three categories—high, medium, and low levels—instead of being examined separately. These interns are expected to work effectively in a financial environment. For instance, being polite and feminine enables one to serve customers with a smile. In a similar vein, being affable aids women in preserving friendly relationships with others. The ability to solve problems in emergency situations at home is useful while dealing with difficulties at work in a banking setting. Thus, the study of attributes becomes crucial. In this case, demographic factors are linked to the different qualities that are combined and separated into three groups.

THE STUDY'S NATURE AND SCOPE

The only objective of the study is to ascertain the relationship between the personal traits of female CEOs in public sector banks and their management success. This study will only poll female CEOs who deal with challenging situations that call for higher-order skills to manage effectively. The various features identified by the literature survey were subjected to the chi-square test by splitting the employees into three groups: high, low, and medium attributes. In other words, all of the qualities have been grouped into three categories—high, medium, and low levels—instead of being examined separately. These interns are expected to work effectively in a financial environment. Additionally, there are a lot of conflicts.

OBJECTIVES FOR THE STUDY

To investigate the relationship between the demographic characteristics of female CEOs and the degree of feminine attributes.

STUDY AREA

The research area is the Tamilnadu region. There are many different languages, ethnic groups, religions, and cultures in Tamilnadu State. It is particularly appealing for this research because of its diversity. In addition, all of the major commercial banks have branches in the state, despite its tiny geographic size.

RESEARCH METHODOLOGY

Sample and Questionnaire

The personal contact method was used to gather data. A sample of 104 women executives in the executive cadre of public sector banks (PSBs) in the state of Tamilnadu were given questionnaires to complete. Likert's scale was used in the questionnaire to calculate scores, asking participants to rank each attribute on a 5-point scale from extremely satisfied to extremely dissatisfied. The census survey will be used to gather information. Following a review of pertinent literature and some pertinent local research, the statements and items for the questionnaire were developed. In addition to the attitudes scale, the survey questionnaire included a section to document the respondents' general characteristics. They were asked demographic questions on their age, education, marital status, employment level, year of experience, kind of

organization, and ownership type. In this study, instruments such as the chi-square test and simple percentage were used.

ANALYSIS AND INTERPRETATION

Relationship between Personal Factors and Feminine Trait Level Age and Characteristic Level.

Ho: The degree of feminine qualities exhibited by female executives does not correlate with their age.

Table – 1

Age and Level of Traits: Chi-square test

Age	Traits Level			Total
	Low	Medium	High	
Low Age (Below 25)	2 (16.67)	4 (33.33)	6 (50.0)	12 (100)
Middle Age (25 - 50)	8 (20.0)	14 (35.0)	18 (45.0)	40 (100)
High Age (Above 50)	9 (19.03)	18 (34.61)	25 (48.07)	52 (100)
Total	19 (18.27)	36 (34.61)	49 (47.11)	104 (100)

Table 1 shows the age and degree of feminine characteristics. a high degree of feminine qualities in PSBs, as evidenced by the fact that the majority of respondents in each age group—6 (50.0) in lower age, 18 (45.0) in middle age, and 25 (48.07) in higher age—are these features. As a result, there is every opportunity for female executives to accomplish their jobs well. It is also evident that around one-third of the women in the study exhibit medium levels of feminine characteristics. This will undoubtedly show in the performance. Few female executives exhibit high levels of feminine characteristics. Therefore, the low degree of feminine qualities possessed by the participants may not have an impact on the overall work performance of female CEOs. The excess of the chi-square value of 10.173 above the table 9.210 invalidates the null hypothesis, which claims that there is a relationship between age and the degree of feminine traits in PSBs.

Qualifications for Education and Trait Level

Ho: There is no correlation between the degree of feminine qualities exhibited by female executives and their educational background.

Table – 2

Educational Qualification and Level of Traits: Chi-square test

Educational Qualification	Traits Levels			Total
	Low	Medium	High	
Graduate	28 (50.0)	10 (17.86)	18 (32.14)	56 (100)
Post Graduate	5 (13.88)	21 (58.33)	10 (27.78)	36 (100)
Doctorate	0	0	4 (100)	4 (100)
Professionally Qualified	1 (12.5)	1 (12.5)	6 (75.0)	8 (100)
Total	34 (32.69)	32 (30.77)	38 (36.53)	104 (100)

Table 2 shows that there is a strong correlation between the degree of features and educational qualification. The degree of feminine qualities is low among the 28 respondents who are graduates (50 percent), however it is higher among the 4 doctoral respondents (100 percent) and the 6 professionally qualified respondents (75 percent). Of the postgraduate responses, almost 58% exhibit medium levels of feminine features. Examining the respondents' educational backgrounds, however, paints a different picture because all educational groups have a distribution of approximately 33% of the three levels of feminine features. The null hypothesis' rejection suggests that there is a statistically significant correlation between the PSBs' degree of feminine features and their educational background.

Level of Traits in marital status

Ho: There is no correlation between the degree of feminine qualities exhibited by female executives and their marital status.

Table – 3
Marital Status and Level of Traits: Chi-square test

Marital Status	Level of Traits			Total
	Low	Medium	High	
Single	8 (28.57)	10 (35.71)	10 (35.71)	28 (100)
Married	12 (16.66)	28 (38.88)	32 (44.44)	72 (100)
Widow	0	0	4 (100)	4 (100)
Total	20 (19.23)	38 (36.53)	46 (44.23)	104 (100)

Table 3 above shows the relationship between married status and the degree of feminine features. Regarding responders with a single status, they are roughly evenly split throughout the three trait categories. There are 32 married respondents with high levels of feminine traits (44.44%), and there are 28 married respondents with medium levels of feminine traits (30.88%). All four of the widow respondents exhibit high levels of these characteristics. In summary, it can be said that after marriage, a person's level of feminine traits undoubtedly rises from a lower to a higher level. Following the excess of the chi square value of 17.429 over the table value of 9.210, the null hypothesis was invalidated, suggesting a substantial relationship between married status and the degree of feminine features in the PSBs.

Designation and Level of Traits

Ho: There is no correlation between the degree of feminine qualities exhibited by women executives and their designation.

Table – 4
Designation and Level of Traits: Chi-square test

Designation	Level of Traits			Total
	Low	Medium	High	
Assistant General Manager (AGM)	12 (25.0)	21 (43.75)	15 (31.25)	8 (100)
Chief Manager (CM)	5 (25.0)	7 (35.0)	8 (40.0)	4 (100)
Manager (M)	8 (33.33)	4 (16.67)	12 (50.0)	24 (100)
Deputy Manager (DM)	0	3 (75.0)	1 (25.5)	20 (100)
Asst. Manager (AM)	0	5 (62.5)	3 (37.5)	48 (100)
Total	25 (24.03)	40 (38.46)	39 (37.5)	104 (100)

A further look at Table 4 reveals that although the majority of DMs (75%) and AMs (62.5%) and AGMs (43.75%) have medium levels of feminine qualities, managers (50%) and CMs (40%) have high levels of attributes. Low levels of feminine qualities are present in one-third of the management category and one-fourth of the AGM and CM. Regarding the executives in the cadre, their characteristic levels range from medium to high, at about 37.98. The professional performance of the female CEOs in question may exhibit these degrees of feminine characteristics. The rejection of the null hypothesis suggests that the executives' designation and trait level are closely related.

Experience and Level of Traits

H₀: The degree of feminine qualities exhibited by female executives is not correlated with their experience.

Table – 5
Experience and Level of Traits: Chi-square test

Experience	Level of Traits			Total
	Low	Medium	High	
Lessthan10years	13 (32.5)	9 (22.5)	18 (45.0)	40 (100)
10to20years	0	4 (33.33)	8 (66.67)	12 (100)
21to30years	11 (27.5)	10 (25.0)	19 (47.5)	40 (100)
Above30years	3 (25.0)	4 (33.33)	5 (41.67)	12 (100)
Total	27 (25.96)	27 (25.96)	50 (48.07)	104 (100)

Table 5 illustrates the relationship between experience and the degree of feminine characteristics. The table makes it clear that the majority of all experience groups share the high level features. Thirty-three percent of those with 10 to 20 years of experience and those with more than 30 years show a medium level of feminine qualities. Low levels of characteristics are present in about one-fourth of the respondents in each experience category. As a result, it may be said that the various experience groups exhibit varying degrees of

feminine traits, and that these differences will inevitably affect how well they perform at work. Since the chi-square value of 19.923 is greater than the table value of 11.34, the null hypothesis has been rejected at the 1% level of significance. Consequently, it may be said that experience and the degree of feminine qualities are related.

CONCLUSION

In the case of public sector banks, the bank administration must prioritize those with 10 to 20 years of experience; pay special attention to the general manager category; and focus on younger individuals (those under 25) and older individuals (those over 50) in order to benefit from the use of feminine traits by female executives. Therefore, it can be said that having more feminine qualities makes one more capable of completing tasks more successfully and to the satisfaction of different stakeholders. As responders go up the career ladder, it is reasonable to assume that their level of qualities will have a major impact on their success. To put it another way, the characteristics of different hues may be useful in effectively handling challenging situations that the respondents face in higher-end jobs.

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