

## Conscientiousness among Call-Center Employees

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### ABSTRACT:

The aim of the present study was to find out the gender difference in conscientiousness and to study the impact of marital status difference in conscientiousness among call-center employees. The sample for the present study consisted of 200 call-center employees. 100 male employees (50 married & 50 unmarried) and 100 female employees (50 married & 50 unmarried). Call-center employees were selected randomly from various call-center of Vadodara city in Gujarat. Conscientiousness scale constructed by John, Donahue & Kentle, 1991; cited in John & Srivastava, 1999: 122, was used to measure conscientiousness trait among male/female and married/unmarried call-center employees. The data was analyzed in terms of mean, SD, and F-test. The result of F-test revealed significant difference in conscientiousness between male and female call-center employees. Male were conscientious than female call-center employees. Further analysis was carried out to know marital status effect on conscientiousness, result revealed no significant difference between married and unmarried call-center employees.

**Keywords:** *Conscientiousness, Gender, marital status, call-center.*

### INTRODUCTION

The call center industry has exploded worldwide over the past two decades. Most people have had the experience of calling a call center, only to become frustrated or angry when the call center agent was unable to solve their problem, that's why call-center job is not an easy task. The work of a call center agent is seen as one of the ten most stressful jobs in the global economy (Holdsworth and Cartwright 2003). Employee stress also creates serious problems for companies and their customers. Personality types are important factors in determining stress, being able to explain how certain people manage to function for years while handling huge amounts of stress, whereas others collapse after several months under similar amounts of stress (Cooper 2005). Jonker (2004) found a negative relationship between stress and personality traits, particularly, conscientiousness was found to negatively correlate with job demands which lead to stress. So that researcher wants to find out conscientiousness level among call-center employees.

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## Conscientiousness among Call-Center Employees

Conscientiousness is the personality trait of being thorough, careful, or vigilant. Conscientiousness implies a desire to do a task well. Conscientious people are efficient and organized as opposed to easy-going and disorderly. They exhibit a tendency to show self-discipline, act dutifully, and aim for achievement; they display planned rather than spontaneous behavior; and they are generally organized and dependable. It is manifested in characteristic behaviors such as being neat and systematic; also including such elements as carefulness, thoroughness, and deliberation (the tendency to think carefully before acting.) Individuals high in conscientiousness tend to be dutiful, self-disciplined, organized, ambitious, hardworking, persistent, efficient at carrying out tasks, and achievement orientated (Barrick & Mount, 1993; Spangler et al., 2004). Those low in conscientiousness tend to be easy-going, less exacting on themselves and others, negligent, disorganized, lazy and aimless (Barrick & Mount, 1993; Spangler et al., 2004). Conscientiousness is one of the five traits of the Five Factor Model of personality and is an aspect of what has traditionally been referred to as having character. Conscientious individuals are generally hard-working and reliable. When taken to an extreme, they may also be "workaholics", perfectionists, and compulsive in their behavior. People who score low on conscientiousness tend to be more laid back, less goal-oriented, and less driven by success; they also are more likely to engage in antisocial and criminal behavior. Looking at this aspect the present study was carried out with following

### **OBJECTIVES:**

1. To find out the difference in conscientiousness level between male and female call-center employees.
2. To study the difference in conscientiousness level between married and unmarried call-center employees.
3. To find out the interaction effect of gender and marital status between call-center employees.

### **METHOD**

#### **Participants:**

The Participants for the present study consisted of 200 call-center employees. 100 male employees (50 married & 50 unmarried) and 100 female employees (50 married & 50 unmarried). Call-center employees were selected randomly from various call-center of Vadodara city in Gujarat.

#### **Instruments:**

The following Instruments were employed in the present study:

#### **Personal Data Sheet:**

Personal data sheet was prepared to collect some personal information such as age, sex, whether they married or not etc.

## Conscientiousness among Call-Center Employees

### Conscientiousness Scale:

In their assessment of measures of the Big-Five, John and Srivastava (1999) recommend using the Big Five Inventory (BFI) (John, Donahue & Kentle, 1991; cited in John & Srivastava, 1999: 122) as an efficient measure of the core attributes of the Big-Five. Conscientiousness was measured with the relevant nine-item scale. Responses were gathered on a 1 to 5 Likert-type scale with the respondent asked a set of sentences describing how they see themselves. For instance, a sample item for conscientiousness is “*Makes plans and follows them through*”. Responses were 1. Strongly disagree; 2. Disagree; 3. Neither disagree nor agree; 4. Agree; 5. Strongly agree, a high score indicated a high level in the personality trait.

### Procedure:

Participants were contacted individually at their place of living and at their place of workout i.e. gym. Respondents were clearly informed about the purpose of the study. After establishing the rapport with the participants, he/she was asked to understand the general instructions, however the instructions for specific tests were provided separately. When the subjects were comfortable with instructions and ready for testing, questionnaires were given. She/he was asked to answer each and every item of all the administered questionnaires and was ensured that the responses given by him/her would be kept confidential.

### RESULT AND DISCUSSION:

In order to the test hypotheses framed with reference to objective of the study data were analyzed using F-test. When the statistical analysis regarding the effect on conscientiousness among call-center employees was carried out interesting results were obtained. These result are presented in table no.1, 2 and 3

**Table 1, The Mean for independent variables on conscientiousness according to 2x2 factorial design.**

Gender	Male =A <sub>1</sub>	Female =A <sub>2</sub>	Total
Marital status	n=100	n=100	N=200
Married= B <sub>1</sub>	M=29.76 n=50	M=27.42 n=50	M=28.59 n=100
unmarried= B <sub>2</sub>	M=30.18 n=50	M=28.94 n=50	M=29.56 n=100
Total	M=29.97 n=100	M=28.18 n=100	M=29.08 N=200

## Conscientiousness among Call-Center Employees

**Table 2, The Mean and Mean Deference for independent variables on conscientiousness according to 2x2 factorial design.**

	Variables	N	Mean	Deference
<b>A1</b>	Male	100	29.97	1.79
<b>A2</b>	Female	100	28.18	
<b>B1</b>	Married	100	28.59	0.97
<b>B2</b>	Unmarried	100	29.56	

We have seen the table no.2 the Mean and Mean Deference or independent variables on conscientiousness that the averages mean score for male employees were very high than female employees. The highest mean score 29.97 was high conscientiousness of male employees and lowest mean score 28.18 was low conscientiousness of female employees. So we have seen the all mean result and conclude that male and female employees differ on conscientiousness and the deference was 1.97 between them. In marital status variable, unmarried (M=29.56) employees were high conscientious than married (M=28.59) employees.

**Table 3, F calculation for conscientiousness (2x2 factorial designed)**

Source of Variation	Sum of Squire (S.S.)	df	Mean of Squire (M.S.)	F-Values	Sig.
Ass (male/female)	60.205	01	60.205	8.07	0.01**
Bss (married/unmarried)	47.050	01	47.050	2.37	NS
ABss	222.375	01	222.375	11.21	0.01**
Wss	3885.245	196	19.84	-	-
Total	4317.875	199	-	-	-

Significance levels 0.05\* = 3.89 and 0.01\*\* = 6.76

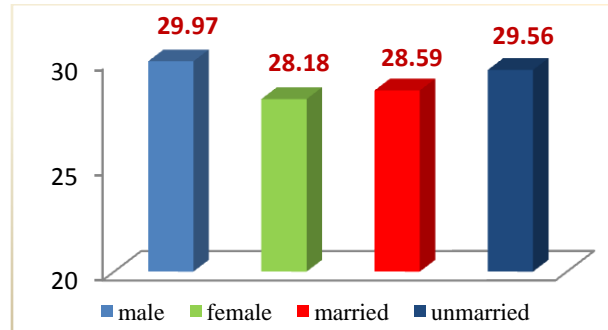
We have seen the table no.3 that F-value of gender variable was 8.07, which was significance at **0.01** levels. Result reveled that there is a significant difference between male and female call-center employees. According to table no.1 male were high conscientious than female. **Patricia J. Moran Alan J. Christensen, William J. Lawton University of Iowa (1997)** revealed a significant interaction between social support and conscientiousness. Generally we all feel that in comparison to female male were get full social support. Results of a few studies are in support of current result as they revealed gender differences in conscientiousness.

Further analysis was carried out to know if married and unmarried employees differ on conscientiousness, F-value of marital status was 2.37 which were not significant at both level. It portrayed that married and unmarried employee both are same level of conscientiousness, didn't any significant difference between them.

## Conscientiousness among Call-Center Employees

Similar analysis was carried out for interaction of gender and marital status among call-center employees. F-values (11.21) have been obtained. It portrayed that there are significant interaction between variable of gender and marital status.

**Chart: 1, Conscientiousness**



## CONCLUSION:

Thus, results of the present study portrayed that male employees were highly conscientious than female employees. It was also observed that marital status doesn't make any difference in conscientiousness. At last one question raise in my mind why gender difference is seen everywhere!

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