

INFLUENCE OF DEMOGRAPHIC AND SOCIO-ECONOMIC FACTORS ON LOCUS OF CONTROL ON RESIDENTS OF SELECT SUBURBS IN MUMBAI CITY

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Abstract

As the environment around an individual changes, he/she can either attribute the success and failure to the things he/she has control over, or to forces outside your influence. The orientation he/she chooses has a bearing on his/her long-term success. This orientation is known as your "locus of control." Its study dates back to the 1960s, with Julian Rotter's investigation into how people's behaviours and attitudes affected the outcomes of their lives. Locus of control has been defined as the degree to which an individual perceives having control over the environment (Rotter, 1966). According to Rotter (1975), there are two types of control, internal and external, which anchor a continuum that approximates a normal distribution. People are said to have an internal locus of control when they believe reinforcements are contingent upon their own behaviour or stable personal characteristics. External locus of control results when people believe that reinforcements are due to luck, fate, or powerful others outside of their control. Current study focuses on investigating the influence of demographic variables (age, gender, education level), marital status and socio economic status (occupation, income) on the level of internal/ external locus of control with the help of data collected from residents (aged between 20 and 50) of a select suburbs in Mumbai city. On analysing the data so collected, it is found that age has a major influence on an individual's level of internal locus of control.

Keywords: *locus of control, internal locus of control, external locus of control, reinforcement, behaviour*

Introduction

When dealing with a challenge in one's life, does one feel he/she has control over the outcome? Or believes that the outcome is simply at the hands of outside forces? Psychologists say that if one believes that he/she has control over what happens then it is referred to as an internal locus of control while, if one believes that he/she has no control over what happens and that external variables are to blame, then he/she is said to have what is known as an external locus of control. Rotter (1990) describes the external locus of control as: "The degree to which persons expect that the reinforcement or outcome is a function of chance, luck, or fate, is under the control of powerful others, or is simply unpredictable." A person with an internal locus of control believes that he or she can influence events and their outcomes, while someone with an external locus of control blames outside forces for everything.

Figure 1. The Locus of Control Scale

