Personality, Self-Consciousness, Locus of Control and Assertiveness in Housewives

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In Pakistani culture, assertiveness is a need of the day for everyone to balance their lives. Unfortunately, in Pakistan, where women are taught to behave passively, their assertive behavior is not encouraged. The present research aims to determine whether Personality, Self-Consciousness and Locus of Control are correlates or predictors of assertiveness in housewives. A correlational research design with a non-probability purposive sampling strategy was used in this study. The sample size comprised of ($N=120$) housewives recruited from Lahore, Punjab, with ages ranging from 25 to 40 years *(M=27.60 & SD=1.76).* The assessment measures included Rathus Assertiveness Schedule (McCormick, 1984), NEO Personality Inventory (Costa & McCrae, 1992), Self-Consciousness Scale (Fenigstien, Scheier & Buss, 1975) and Locus of Control developed by (Levenson, 1973). The statistical analysis was performed using SPSS 20. Findings revealed significant positive correlation between extroversion, internal locus of control and assertiveness while there is a significant negative correlation between personality trait neuroticism and assertiveness. External locus of control, subscales of self-consciousness (public self-consciousness and private self-consciousness) revealed a significant negative correlation with assertiveness. Finally, hierarchical regression analysis revealed that extroversion and external locus of control (chance) positively predict assertiveness. External locus of control (powerful others) negatively predicts assertiveness. The study has implications for clinicians to know the predictors of assertive behavior and help individuals when working with nonassertive behavior.

Keywords: Assertiveness, Personality, Self-Consciousness, Locus of Control.

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Introduction

Assertiveness is a particular mode of communication, a form of behavior characterized by a confident declaration or affirmation of a statement without need of proof; this affirms the person's rights or point of view without either aggressively threatening the rights of another (assuming a position of dominance) or submissively permitting another to ignore or deny one's rights or point of view" (Alberti & Emmons, 2008). Assertiveness elicits both positive and negative responses and aims, to attain personal and/or instrumental objectives (Ames, 2009). According to Peneva and Mavrodiev ; Hareera Zeb & Asma Abrar (2013), an assertive person can pause and consider what is best for them and for others.

Andrew Salter, an American psychologist, conducted the first study on assertiveness in (1949) with the goal of uncovering the reasons for doubt and finding a way to treat or lessen its neurotic effects (Peneva & Mavrodiev, 2013). According to him, doubt arose as a result of the nervous system's preference for retention processes over stimulation activities. He also asserted that the majority of people in modern culture suffer from a balance nerve issue. This led to the assertion theory, which assumes that everyone has basic human rights, including the right to make mistakes (Peneva & Mavrodiev, 2013).

Assertiveness, which is considered the most effective communication style, intentionally defends one's dignity, rights, opinions, sentiments, and thoughts without resorting to violence or passivity (Timmis & Mccabe, 2005). According to Uzuntarla et al. (2016), assertive people are more likely to listen to others, solve problems through conversation, and generally collaborate. Acting in the framework of equality and justice rather than doing what other people want them to do is the foundation of assertiveness, which is founded on the development of mutual love, respect, and trust among people (Karataş & Tabak, 2009). According to Voltan-Acar et al. (2008), individuals who possess high degrees of assertiveness are more successful in their social lives and possess more proficient communication abilities.

Women are trained from birth to self-effacement and deference. It has been observed that female sabotage themselves and undermine their own authority and effectiveness because of their inability to be assertive (Karen, 2011). Terri (2011) explained that private developments women experience in midlife. The findings revealed that midlife women described themselves as smarter, more assertive, or more judgment than their youth counterparts. Gervasio & Crawford (2015) suggested in a meta-analysis of assertiveness research that, the costs of assertive behavior for women may

be largely linguistic, such as verbal attack, inattention, pointed silence, joking and off-task remarks.

Personality consists of regular characteristics of the feelings, thinking and behavior of stable people over time. Personality, according to the researchers at the personality project, is a unified pattern of affect, cognition, and wishes (goals) that led to conduct (Revelle, 2013).

The Big Five traits are Openness, Conscientiousness, Extroversion, Agreeableness, and Neuroticism or OCEAN: Openness measures the degree to which people are original, imaginative, questioning, artistic, and capable of creative thinking or conforming, unimaginative and predictable. Openness includes traits like being insightful and imaginative and having a wide variety of interests. Conscientiousness measures the extent to, which people are responsible or undependable, preserving or likely to quit easily, organized or careless. Extroversion Introversion verses factor assess the extent of interpersonal relationships, activity level, need for encouragement and capability for joyfulness. It defines the range of outgoing or shy people. Extraversion includes the traits of energetic, talkative, and assertive (Briley et al., 2014).

Kaplan (2023) reported that the housewives had a mean age of 35.19 years, with 35.5 percent having completed college, 13.2 percent living in an extended family, 13.7 percent having a strained relationship with their spouse, and 51.5 percent solely handling household chores. A significant relationship was found between housewives' levels of codependency, self-perceptions and mental health. It has been found that housewives' psychological problems are intensified by higher levels of codependency and poor self-perception.

Mueen, Khurshid, and Hassan (2006), explored, the relationship between personality and self-assertiveness. Results indicated highly significant relationship between extraversion and self-assertiveness. The findings of the results also show that men are more assertive than women. They further demonstrate that low education makes a person non-assertive. Findings also suggest that married people are more assertive than unmarried people.

Private and public self-consciousness are two categories that constitute the concept of self-consciousness. The divergence between various parts of the self in the theoretical and empirical literature on the self-system is reflected in this division between the public and private facets of the self (Cowlishaw, 2014. Zalki and Tondok (2024) aimed to investigate the impact of assertiveness and mindfulness on the marital satisfaction of unemployed housewives. This study involved a quantitative

survey of 262 unemployed housewives. Utilizing purposive sampling, participants were chosen. The Marital Satisfaction Scale, Mindfulness Scale, and Assertiveness Scale were the three instruments utilized to gather data. Multiple regression analysis was performed on the data to test the hypothesis. The findings revealed that, at 29.4%, housewives' marital satisfaction is positively and significantly impacted by assertiveness and mindfulness. This study suggests that increasing assertiveness and mindfulness among housewives, especially those who emphasize domestic duties and abstain from employment, can significant impact marital satisfaction. Naveed, Nausheen and Ali (2020) revealed that locus of control and self-assertiveness are positively related. Another result suggested that male university/college teachers have a higher locus of influence than female university/college teachers. Male teachers, were however found to be more assertive than female teachers. The findings confirmed both hypotheses that male teachers are more self-assured than female teachers. Krist (2015) revealed direct relationships between assertiveness and self-esteem, extraversion, openness to experience, and conscientiousness, as well as inverse relationships to neuroticism, shyness, and fear of rejection. No significant relationship was found between assertiveness and agreeableness. This study aimed to advance understanding of the complex personality structure of low-assertive individuals.

The housewife, who lacks assertiveness in her day-to-day interactions and is reticent to voice her emotions and assert her rights, is an example of an assertive person in many ways that positively reflect the personality of self-affirming people. The housewife must act to resolve conflicts both inside and outside the family; otherwise, they will continue to grow and spread, accumulating within the family and impeding its members' ability to work together to achieve its objectives. In this way, a housewife, who is highly skilled at managing conflicts both inside and outside the family, can promote harmony and efficiency within the family (Abdullah, 2021). It was explored that there are no statistically significant differences between female heads of households from rural and urban areas in each of the total Assertive behavior questionnaire of the Housewife , the total management of marital disputes of the family, there are statistically significant differences between working and non-working women in the total Assertive behavior in favor of female workers, there was no statistically significant variance between the heads of households in the total Assertive behavior questionnaire according to the educational level of the wife, and there was a statistically significant variance between

the heads of households in the total marital disputes management questionnaire according to the educational level of the wife in favor of the high level (Abdullah, 2021). Research has revealed that internality and assertiveness are internal for males but not for females. This discrepancy between the results of males and females is discussed with reference to a proposed belief-behavior dichotomy (Jafery & Shahidi, 2009).

Rationale

Assertiveness is a need of the day for everyone to balance their life. But, unfortunately, very few researches have been conducted on the phenomenon in Pakistan, especially on housewives. Therefore, the study will be useful in exploring the predictors of assertive behavior and correlates of assertiveness in women in our own culture. Unfortunately, in Pakistan, where women are taught to behave passively, their assertive behavior is not encouraged. Pakistani culture does not support women who stand for their rights, women are more appreciated who sacrifice their rights and needs for their husband and children. There are some housewives who are really not able to communicate in an appropriate way and consequently, they face problems in achieving their fair demands. Therefore, it is important to explore the predictors of assertiveness, particularly in housewives. If some housewives try to be assertive, their attitude may not be considered really likeable. Being assertive can make a lot of things easier for housewives and for their family members as well. Housewives who, are assertive develop, confidence and satisfaction in their ability to effectively interact with others. Therefore, the rationale of the study is to explore the predictors that may make it difficult for a housewife to behave assertively but she must. Because using, assertiveness and avoiding passive and aggressive skills in their social, academic and personal life, enhances the potential to achieve successful outcomes.

Objectives

- To determine the relationship between personality, self-consciousness, locus of control and assertiveness in housewives.
- To investigate the extent to which personality, self-consciousness and locus of control predict assertiveness in housewives.

Hypotheses

1. There is likely to be a positive relationship between extroversion, internal locus of control and assertiveness in housewives and a negative relationship between self-consciousness, neuroticism, external locus of control and assertiveness among housewives.

2. Personality, Self-consciousness and locus of control are likely to predict assertiveness among housewives.
3. There are likely to be significant demographic differences between the study variables.

Proposed Hypothetical Model of the Study

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┌──────────────────┐    ┌──────────────────┐    ┌──────────────────┐
│                  │    │     Self-        │    │    Locus of      │
│   Personality    │    │  consciousness   │    │    control       │
│                  │    │                  │    │                  │
└────────┬─────────┘    └────────┬─────────┘    └────────┬─────────┘
         │                       │                       │
         ▼                       │                       ▼
┌──────────────────┐             │             ┌──────────────────┐
│                  │             │             │    Internal      │
│   Extroversion   │──┐          │             │    locus of      │──┐
│                  │  │          │             │    control       │  │
├──────────────────┤  │          │             ├──────────────────┤  │
│                  │  │          │             │    External      │  │
│   Neuroticism    │──┼──┐       │             │    locus of      │──┼──▶
│                  │  │  │       │             │    control       │  │
└──────────────────┘  │  │       │             └──────────────────┘  │
                      │  ▼       ▼                                    │
                      │  ┌──────────────────┐                        │
                      └─▶│  Assertiveness   │◀───────────────────────┘
                         └──────────────────┘
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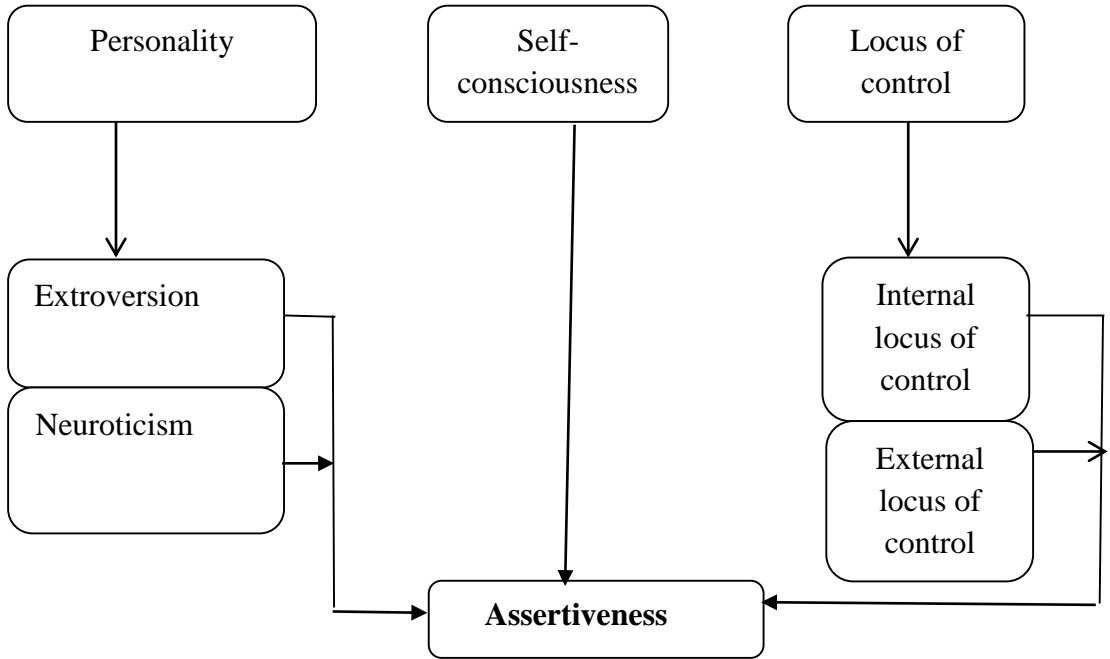
Method

Research Design

A correlational research strategy was used for the present study to find out the relationship between the personality, self-consciousness, locus of control and assertiveness in housewives.

Sample

The sample consisted of (*N*=120 housewives with ages ranging from 25 to 40 years (*M*=27.60 & *SD*=1.766). A non-probability purposive sampling and convenience sampling strategy was employed to recruit the sample from Lahore. Sample were recruited on the basis of below given inclusion/exclusion criteria.

Inclusion/Exclusion criteria

- Housewives from both nuclear and joint families were included
- Age range of 25-40 were included

- Participants with physical disabilities or psychological diseases
  were excluded

Table 1

Demographic Characteristics of Sample (N =120)

Variables	M(SD)	f (%)
Age	27.60(1.766)	
25-30		69(56)
31-35		32(26)
36-40		21(17)
Education	2.22(.758)	
Intermediate		18(14)
Graduation		64(52)
Masters		34(27)
MPhil		6(4)
Family system	1.50(.501)	
Joint-family		60(49.2)
system		62(50.8)
Nuclear-family		
system		

Instruments

Demographic Information Sheet. Demographic information was
collected from the participants (housewives) including age, education,
number of siblings, years of marriage, monthly income of the husband,
family system (joint or nuclear), number of children, birth order, and health
status.

The Simple Rathus Assertiveness Schedule. The simple Rathus
Assertiveness Schedule (McCormick, 1984) was used to assess
assertiveness in housewives. This self-report scale comprises 30 items. It
is a 6 point rating scale. The reliability of the simple Rathus Scale is .92
and the Kuder Richardson internal consistency is .87.

NEO Personality Inventory. The Revised NEO Personality
Inventory (Costa & McCrae, 1992) provides a broad measure of five major
dimensions of normal adult personality: neuroticism, extraversion,
openness, agreeableness, and conscientiousness. The reliability of these
dimensions is as follows: neuroticism =.84, extraversion =.82, openness
=.78, agreeableness =.76 and conscientiousness=.80.

The Self-Consciousness Scale. The 23-item scale assesses an
individual's self-consciousness in both public and private situations, as
developed by Fenigstien, Scheier, and Buss (1975). The subscales of this

have reliability: private self-consciousness =.75, public self-consciousness=.84, and social anxiety=.79.

Levenson Multidimensional Locus of Control Scale. The 24 items Locus of Control scale was developed by (Levenson, 1973). This is a 5 point rating scale. The reliability of the subscale was .74 for internality, .79 for powerful others and .79 for chance.

Procedure

Permission was obtained from the respective authors of the scales for their use in the study. After obtaining permission to use the scales, the questionnaires were translated into Urdu according to the standard Mappi Guidelines. After following the standard procedure of translation, the best satisfactory version of all questionnaires was finalized to use in the study. Participants were contacted at their homes and requested to participate in the study. Housewives of age range 25-40 in relatives' and friends' houses and friend's neighborhood were identified and contacted and requested to participate in the study. Demographical questionnaire, questionnaires of Assertiveness, Self-consciousness, Locus of control and Personality were administered to the participants. After collecting the data, an analysis was run on SPSS to obtain the results.

Ethical Considerations

First, permission from the concerned authors of the scales was obtained to use these scales in the study. Permission to translate the questionnaires was also obtained from the authors. A consent form from the willing participants was obtained. The purpose of the research was explained to the participants. Participants were informed that they could withdraw from the study at any time. The confidentiality of the information was assured to the participants and queries of the participants were resolved.

Results

This study aimed to determine the relationship among Personality traits, Self-consciousness, Locus of control and Assertiveness. Descriptive statistics were used to assess the mean and standard deviation of the scales. Pearson's product moment correlation analysis was performed to determine the relationship among the variables. Hierarchical regression analysis was also performed to explore the predictors of assertiveness. ANOVA was used to identify demographic differences.

Table 2

Descriptive statistics for Personality Traits, Self-consciousness, Locus of control and Assertiveness among Housewives (N=120)

Variables	k	a	M	SD	Range	
					Actual	Potential
Personality Domains	10	.81				
Extroversion	2		5.80	2.11	2-10	2-10
Agreeableness	2		4.20	1.63	2-10	2-9
Conscientiousness	2		5.11	1.76	2-10	2-9
Neuroticism	2		5.83	2.51	2-10	2-10
Openness	2		6.48	1.12	2-10	3-9
Locus of control	24	.90				
Internal locus of control			25.7	7.04	24-120	10-40
Powerful others			17.3	7.91		
Chance			23.1	7.53		
Self-consciousness	23					
Private self-consciousness		.79	20.2	7.12	23-115	10-35
Public self-consciousness			15.2	5.73		
Social anxiety			12.0	5.01		
Assertiveness	30	.89	106.2	20.0	30-180	37-147

Note: *M* = Mean, *SD* = Standard Deviation, *k*: Number of items, *a:* Reliability of Scale.

     Table 2 shows Descriptive analysis was performed to find out Mean, standard deviation, minimum and maximum score for study variables personality (extroversion, agreeableness, conscientiousness, neuroticism, openness), self-consciousness (public self-consciousness, private self-consciousness, social anxiety, Locus of control (locus of control, Chance, powerful others) and assertiveness. Assertiveness has higher reliability than other study variable. Overall, the reliability measure of each scale was satisfactory.

Table 3

Correlation Matrix between Internal Locus of Control, Extroversion and Assertiveness (N=120)

Variables	2	3
1. Assertiveness	.296**	.266**
2. Extroversion	-	-.050
3. Internal locus of control		-

Note, **p < .01, *p < .05

     Table 3 shows the relationship among the studied variables. Results revealed significant positive correlation between extroversion and assertiveness. A significant positive correlation was also found between internal locus of control. Thus, the findings supported above literature.

Table 4

Correlation Matrix between Neuroticism, External Locus of Control and Self-Consciousness (N=120)

Variables	2	3	4	5	6	7
1.Assertiveness	-.228**	-.352**	.252**	-.202*	-.195*	-.035
2. Neuroticism	-	.267**	.002	.356**	.278**	.154*
3. Powerful others		-	.224**	.575**	.530**	.431**
4. Chance			-	.073	.080	.055
5. Private self-consciousness				-	.725**	.500**
6. Public self-consciousness					-	.549**
7. Social anxiety						-

Note: **$p < .01$, *$p < .05$

Table 4 shows that there is a significant negative correlation between neuroticism and assertiveness. External locus of control (powerful others, chance) also showed a significant negative correlation with assertiveness. The subscales of self-consciousness (public self-consciousness and private self-consciousness) also revealed a significant negative correlation with assertiveness and supported the hypothesis. Social anxiety, subscale of self-consciousness did not show any correlation with assertiveness.

Table 5

Hierarchical Regression Analysis for Variables Predicting Assertiveness (N= 120)

Predictors	B	SE B	B	t	Sig. (p)
Step 1					
Constant	103	9.63		3.32	.12
Age	-2.20	3.55	-.084	.42	.12
Education	1.03	2.62	.039	-.78	.21
No. of Siblings	.403	.997	.039	-.58	.22
No. of Children	-1.87	2.16	-.113	1.4	.21
Years of marriage	.499	.866	.095	-1.43	.20
Family system	1.73	3.77	.044	3.35	.11
Step 2					
Constant	87.059	18.472			
Age	-3.266	18.472	-.125	14.25	.11
Education	1.956	2.545	-.125	3.3	.67
No. of Siblings	.411	.985	.039	.42	.43
No. of Children	-2.338	2.093	-.141	-.78	.56
Years of marriage	.861	.836	.164	-.58	.17
Husband's income	6.11E-006	.000	.027	1.4	.15
Family system	3.083	3.667	.077	-1.43	.43
Extroversion	2.415	.962	.255*	3.35	.01
Agreeableness	.954	1.216	.078	14.25	.21

Conscientiousness	.501	1.072	.044	3.3	.67
Neuroticism	-.999	.797	-.126	.42	.43
Openness	-.346	1.678	-.019	-.78	.56
Step 3					
Constant	60.932	19.873			
Age	-2.432	3.145	-.093	11.24	001
Education	3.258	2.250	.123	3.3	.67
No. of Siblings	.491	.874	.047	.42	.43
No. of Children	-.750	1.861	-.045	-.74	.56
Years of marriage	.542	.748	.103	-.58	.17
Husband's income	7.76E-006	.000	.034	1.4	.15
Family system	-.447	3.264	-.011	-1.43	.31
Extroversion	2.422	.863	.256**	13.35	.00
Agreeableness	1.999	1.081	.163	12.11	.21
Conscientiousness	.505	.942	.044	3.12	.67
Neuroticism	-.044	.718	-.006	.12	.43
Openness	-.801	1.481	-.045	-.58	.56
Internal locus of control	.407	.247	.143	-.38	56
				1.55	.17
Powerful others	-.831	.230	-.328***	12.34	.00
Chance	.956	.236	.360***	11.21	.00
Step 4					
Constant	50.617	20.443			
Age	-3.065	3.151	-.117	14.25	.11
Education	2.835	2.252	.107	3.3	.67
No. of Siblings	.532	.871	.051	.42	.43
No. of Children	-.711	1.861	-.043	-.78	.56
Years of marriage	.736	.750	.141	-.58	.17
Husband's income	1.33	.000	.058	1.4	.15
Family system	-.394	3.282	-.010	-1.43	.43
Extroversion	2.441	.870	.258**	13.35	.000
Agreeableness	2.064	1.116	.168	14.25	.21
Conscientiousness	.317	.943	.028	3.3	.67
Neuroticism	-.226	.731	-.028	.42	.43
Openness	-.631	1.507	-.035	-.78	.56
Internal locus of control	.549	.260	.193**	12.11	.00
					.67
Powerful others	-1.074	.266	-.425***	13.3	.00
Chance	.932	.236	.351***		
Private self-consciousness	.185	.363	.066	.42	.56
Public self-consciousness	.091	.445	.026	-.78	.17
					.15
Social anxiety	.570	.414	.143	-.58	.43

Note: **p < .01, *p < .05, LL= lower limit, UL= upper limit, CI= Confidence Interval

Table 5 presents the regression analysis of the overall model that explained 38.2 % variance in assertiveness, and the overall model found significant. In step one, age, education, no of siblings, no of children, years of marriage, and family system were added as control variables. Model explained 1.5 % variance in assertiveness. Model 1 was not significant because the p value is greater than alpha. Results suggest that there is no significant predictor of assertiveness in model 1. In step two, personality (extroversion, agreeableness, Conscientiousness, neuroticism, openness) was entered. Model 2 explained, only 12.3 % variance in assertiveness. Model 2 was significant. Results revealed that only extroversion positively predicted assertiveness. In step 3, locus of control (internal locus of control, powerful others and chance) was added. Model explained 22 % variance. Model 3 was highly significant. In model 3, again extroversion positively predicts significance predictors of assertiveness. External locus of control (powerful others) negatively predicts assertiveness, whereas the external locus of control (Chance) positively predicts assertiveness. In step 4, self-consciousness (private self-consciousness, public self-consciousness, social anxiety) was added. Model 4 explained, 2.4 % variance in assertiveness. Model 4 was highly significant. Extroversion (personality trait) remained significant in this model. External locus of control (powerful others and chance) also remains significant in model four. Self-consciousness (public, private and social anxiety) did not show any prediction regarding assertiveness. The findings revealed that the R^2=.93 and adjusted R^2=.97 which that the model is fit.

Table 6

One-way Anova Compare for Personality Traits, Self-Consciousness, Locus of Control and Assertiveness among 3 Groups of Marriage in Housewives (N=120)

Variables	1-5 years		6-10 years		11-15 years		Anova		
	M	SD	M	SD	M	SD	F ratio	p	η^2
Assertiveness	73.76	9.50	84.08	14.88	84.52	14.74	10.70**	.000	.09

Note: ANAOVA= Analysis of variance, *p<.05, **p<.01, ***p<.001.

Table 6 Results indicate significant differences in assertiveness among housewives across different categories of years after marriage. As equal variances among groups were not assumed, Games-Howell test was used for post hoc analysis. Games –Howell test revealed significant differences among housewives of 1-5 years and 6-10 years and 1-5 and 11-15 years of marriage, whereas, there was no significant difference in

assertiveness between the categories of 6-10 years and 11-15 years of
marriage.

Discussion

This study is the first to determine if there is a positive relationship
between extroversion, and assertiveness in housewives. Findings
suggested that there is a significant positive correlation between
personality trait (extroversion) and assertiveness. Previous literature
supports the findings of this research. McCroskey et al. (2001) studied the
big three personality dimensions with communication variables. Their
findings showed extraversion to be positively correlated with
assertiveness, responsiveness, argumentativeness, self-acceptance, affect
orientation, self-perceived immediacy, self-perceived communication
competence, compulsive communication, and tolerance for disagreement,
while being negatively correlated with shyness, communication
apprehension, and touch apprehension. Neuroticism was positively
correlated with shyness, communication apprehension, and touch
apprehension and negatively correlated with self-acceptance,
assertiveness, self-perceived immediacy, and competence. Psychoticism
was positively correlated with argumentativeness, verbal aggression, and
tolerance for disagreement while negatively correlating with
responsiveness.

Second, the results suggested that there is a significant negative
correlation between neuroticism and assertiveness in housewives. Findings
of Jashee (2007) also supported the results of the present hypothesis,
identifying that neurotic individuals exhibit anxiety, depression, and
hostility as well as feel self-conscious, act impulsively, passive
(nonassertive), and experience a sense of vulnerability, unable to
accommodate aversive events.

Third, a significant positive correlation was found between internal
locus of control. Findings were supported by previous literature. In a study
by Dincyurek, Guney and Caglar (2011), a positive relationship between
internal locus of control and assertiveness was found. Sztainer and Hannan
(2000) investigated the relation between assertiveness, locus of control
general self-efficacy, spirituality and acculturation stress among
international students enrolled at a southeastern land-grant institution.
Findings indicate that those with higher levels of general self-efficacy
experience the least level of acculturative stress. Good assertiveness skills
are linked to individuals' internal locus of control of their environment.

It was hypothesized that there is a likely to be a negative
relationship between the external locus of control (powerful others and

Chance) and assertiveness among housewives. Hypothesis was supported by the findings, as a significant negative relationship was found between assertiveness and external locus of control (powerful others and chance). The findings of the present hypothesis are supported by the findings of previous literature. Dincyurek, Guney and Caglar (2011) found out that there is a negative correlation between the external locus of control and assertiveness. Dincyurek, Guney and Caglar (2011) reported in their research that externals showed low scores in assertiveness. Findings suggested a negative correlation between external locus of control and assertiveness. There were deficits in the assertive behavior of externals. External locus of control is linked to the social duties assigned to women and is more prevalent in women who are most adversely affected by family relationships (Ançel, 2017; Lancer, 2014). Owing to their positions, they frequently engage in toxic partnerships with unequal giving and receiving. Uncertain personal boundaries in these relationships always foster codependency, make it difficult for partners to take care of themselves, and drive their partners' attention toward others (Karaca and Ünsal, 2012). Severe mental health difficulties like low self-esteem, compulsive thinking about the same things, perfectionism, denial, difficulty saying no, burnout, loneliness, sexual issues, and an inflated sense of duty have all been suggested to naturally result from such difficulties (Ançel, 2017).

It was hypothesized that there is likely to be a negative relationship between self-consciousness (public self-consciousness, private self-consciousness and social anxiety) and assertiveness. A negative correlation was found between public self-consciousness, private self-consciousness and assertiveness. Findings were supported by previous literature. Ellis & Nichols (2021) examined the efficacy of feminist group therapy in the setting of women's group assertiveness training. There were two different types of groups: one had a more traditional approach and focused on female role modeling, identity construction, and knowledge of sex roles. After receiving training, two female group leaders led one of each group with only female participants. Five outcome measures were taken before and after therapy, and at the 6-week follow-up, after the interview with the 40 adult Ss. On every metric, both groups achieved notable progress, but the advances produced by the feminist groups were not larger than those of the traditional groups. Individuals who were first identified as feminists typically had higher overall ratings, a stronger resolve to stick with treatment, and higher early self-reported improvements.

Conclusion

This study provides a clear framework of the correlates and predictors of assertiveness in housewives in Pakistan. Personality trait neuroticism is negatively correlated with assertiveness, whereas extraversion is positively correlated with assertiveness in housewives. Internal locus of control is positively correlated with assertiveness in housewives and external locus of control (powerful others and) is negatively correlated with assertiveness. Self-consciousness (public and private) is negatively correlated with assertiveness in housewives. Moreover, the findings revealed that neuroticism, extroversion, public self-consciousness, private self-consciousness, internal locus of control and external locus of control (powerful others and chance) are strong predictors of assertiveness in housewives in Pakistan.

Limitations and Suggestions

The participants were drawn from one city of Pakistan i .e: only from Lahore, therefore the sample was small in diversity, and this factor may limit the generalizability of the results. The sample size of the study was not very large, as the time span provided for data collection was limited. Therefore, it is strongly suggested that the study should be replicated with a large sample size to improve the credibility and generalizability of the findings.

Implications

The findings have implications for mental health professionals who wants to know the predictors of assertive behavior and help individuals when trying to help them out in non-assertive behavior. Professionals can help people strengthen their assertive behaviors after knowing other personality aspects that cause nonassertive behavior and create problems in their lives. Zalki and Tondok (2024) aimed to investigate the impact of assertiveness and mindfulness on marital satisfaction among unemployed housewives. This study involved a quantitative survey of 262 unemployed housewives. Purposive sampling was used to select the participants. The Marital Satisfaction Scale, the Mindfulness Scale, and the Assertiveness Scale were the three instruments used to gather data. Multiple regression analysis was performed on the data to test the hypothesis. The findings revealed that, at 29.4%, housewives' marital satisfaction is positively and significantly impacted by assertiveness and mindfulness. This study suggests that increasing assertiveness and mindfulness among housewives, especially those who emphasize domestic duties and abstain from employment, can significantly impact marital satisfaction.

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