

Invisible Burdens Made Visible: Development and Validation of the Perceived Societal Expectation Scale for Housewives (PSESH)

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Abstract

The study was conducted to develop and validate an indigenous Perceived Societal Expectation Scale for Housewives. The study was conducted in three phases in first phase 20 housewives with age range 20 to 45 years were interviewed by using semi-structured interview method to explore the phenomenology and initial 47 items were generated and two items removed due to irrelevance. After the expert opinion of 5 experts 15 items removed and 32 items were used in final scale to explore the factor structure. In the second Phase 128 housewives were investigated with age range 20 to 45 ($M_{age}=32.59$, $SD=7.82$) to explore the factor structure of the scale. Exploratory Factor Analysis was conducted and its result indicated 8 factors name Familial Societal Expectation, Domestic Familial Expectation, Behavioral Expectations, Social Compliance, Sacrificial Expectations, Familial Adjustment Expectations, Personal Autonym Expectations and Tolerance Expectation. In third phase the 300 housewives were investigated with age range of 20 to 45 ($M_{age}=30.95$, $SD=1.27$) which confirmed the factor structure and indicated that the scale is culturally valid and reliable. The implications and recommendation of the scale are discussed below.

Keywords: Housewives, Societal Expectations, Exploratory Factor Analysis, Confirmatory Factor Analysis.

Introduction

Gender roles in the United States have changed dramatically over the last several decades. Women used to face societal pressure to be housewives. Gender roles in the United States have changed dramatically over the last several decades. Women used to face societal pressure to be housewives. Gender roles in the United States have changed dramatically over the last several decades. Women used to face societal pressure to be housewives overall in the globe the gender role has changed in last few several decades and women face societal pressure to be housewives (Kozaryn & Valente, 2018). There are different terms that are used for the housewife such as household woman, house manager, housekeeper, or housewife (Sultanpur, 2024). Housewife can be defined as the women who does household duties, such as cooking, cleaning, shopping, and buying for the entire family as a regular part of their routine (Sultanpur, 2024). Women are expected to be

“devoted” to the family and household (Blair, 2005). The housewife’s shoulder great responsibilities and manage a wide range of household tasks such as feeding, caring for domestic animals, tending to farm labor, and raising the family (Kitterod & Ronsen 2011). Beyond physical work, housewives are expected to serve as the emotional backbone of families and positioned as primary caregivers, bearing the responsibility for emotional regulation within households (Hochschild & Machung, 2012). women are expected to take care of the household chores and serve men (Ali, Krantz, Gul, Asad, Johansson & Mogren, 2011). The position of women in Pakistani society as weak, defenseless and dependent on men for their basic needs including finances (Chaudhary, 2005). They are culturally confined within the limits of the home and their major/only role in the family is perceived to be re/producers/caretakers of children (Jalal-ud-Din & Khan, 2008). A study was conducted to examine the social, cultural, financial and psychological issues faced by married women. The data was collected from the 12 families (Husband, Wife & Mother-in-law) 6 of them were joint families and 6 were nuclear family. Structured interviews were conducted by using purposive sampling technique. The result of the study indicates that the married women are free to cook, work at home, and give birth to the children (Ashfaq, 2024).

Methods and Materials

The study was executed in three different steps the first step was consisting of the exploration of the phenomena about the societal expectations of the housewives. The step-II was consisting of the exploration of the Factor structure of the Perceived Societal Expectation of Housewives Scale (PSEHS) and the third step of the scale development process was to assessing the psychometric properties of the Perceived Societal Expectations of Housewives scale (SEHS).

Step-I: Exploring Phenomenology and Item Pool Generation

The First step was consisting of the exploration of the phenomenon and item pool generation. For the exploration of the phenomenon of societal expectations from housewives ($N=20$) housewives with the age range 20 to 45 years were recruited and semi structured interviews were conducted. The data was collected from the housewives living in Faisalabad, Gujranwala and Chiniot City.

Item Pool Generation. Total 47 items were generated from the data of semi structured interviews. 2 items were removed that were not relevant to the concept and were not meeting the criteria of the definition. A total of 45 items were retained initially with a three-point Likert-type Scale (1= Relevant, 2=Relevant but not necessary, and 3= Irrelevant) and then distributed to 5 field experts for review who have minimum 5 years field and teaching experience. Following refinement and scrutiny, thirteen items were discarded, and a final scale of 32 items was used for data collection with a five-point Likert-type scale from 1 to 5 responses where 1 meant Strongly disagree and 5 is strongly agreed.

Step-II: Determining Factor Structure of the PSEHS

Participants and Procedure. The data was collected in two different phases in the first phase data was collected from 128 housewives with the age range of 20-45 years ($M_{age}=32.59$, $SD=7.82$) with 4:1 sample size (Nunnally, 1978; MacCallum et al., 1999). The data were analyzed by using SPSS v23. To explore the factor structure of the scale, EFA was performed using Principal Component Analysis and the varimax rotation method. Three items (2,12 & 30) removed due to the low correlation. Four items (25,26,27,29) in the scale are reverse coded. The final scale is consisting of 29 items with Eight factors solution in Exploratory Factor Analysis (EFA) named as Domestic-Familial Expectations, Socio-Familial Expectations,

Behavioral Expectations, Social Compliance, Sacrificial Expectations, Familial Adjustment Expectations, Personal Autonomy Expectations and Tolerance Expectations.

Step-III: Assessing the Psychometric Properties of PSEHS

The third step was carried out to investigate the psychometric properties of the scale and confirmation of the Factor structure of the SEHS. For the confirmation of the Factor structure of the Scale and to assess the psychometric properties of the scale (N=300) housewives were investigated with the age range of 20 to 45 years having ($M_{age}= 30.95, SD= 1.27$). The data was collected from three different cities of the Punjab including Faisalabad, Gujranwala and Chiniot. The participant was approached individually by using convenient sample strategy and questionnaire was completed in individually by each participant.

Results

Table 1.

Descriptive Statistics (Minimum and Maximum Scores, Mean and SD) for Initial 29-Items of Indigenous Societal Expectation for Housewives Scale (N=128).

Sr. No	Original items no	Items	Maximum	Minimum	M	SD
1	05	بچوں کا کھانا بناؤں	5	1	4.65	.60
2	03	گھر کی ذمہ داریوں کا خیال رکھوں	5	1	4.71	.52
3	06	بچوں کو وقت پر سکول بھیجوں	5	1	4.65	1.21
4	04	گھر کے کام کاج مکمل کروں	5	1	4.61	.62
5	09	اچھا کھانا پکاؤں	5	1	4.74	.54
6	07	شوہر کی ذمہ داری پوری کروں	5	1	4.68	.61
7	08	ہر کام کو وقت پر مکمل کروں	5	1	4.53	.80
8	11	شوہر کے رشتہ داروں کا خیال رکھوں	5	1	4.65	.67
9	13	ہمیشہ بڑوں کے حکم کی تعمیل کروں	5	1	4.70	.57
10	10	مہمانوں کا ذمہ داری سے خیال رکھوں	5	1	4.72	.53
11	26	مثبت رویہ رکھوں	5	1	4.56	.62
12	25	ہر کام خوش اصولی سے کروں	5	1	4.66	.55
13	21	سب کے ساتھ سمجھوتے سے رہوں	5	1	4.54	.79
14	20	سب سے اچھا برتاؤ کروں	5	1	4.72	.55
15	27	لباس صاف ستھرا رکھوں	5	1	4.60	.62
16	32	لڑائی کی صورت میں ہی جھکوں	5	1	4.23	1.07
17	31	اختلاف کی صورت میں بھی خاموش رہوں	5	1	4.23	1.12
18	14	صحیح ہونے کے باوجود بھی اپنی مرضی نہ کر پاؤں	5	1	4.01	1.13
19	01	گھر کی حد تک کام کروں	5	1	4.16	1.10
20	18	اپنی خواہشات کو دبا دوں	5	1	3.66	1.37

21	16	اپنی خواہش اور مشغلے پر گھر کی ذمہ داریوں کو فوقیت دوں	5	1	4.25	1.00
22	22	شادی کے بعد معاشرتی تعلقات کو کم یا محدود کر دوں	5	1	3.84	1.32
23	24	شوہر کے گھر کے ماحول کے مطابق رہوں	5	1	4.62	.63
24	23	اپنے وقت کو فیملی کے حساب سے ترتیب دوں	5	1	4.53	.66
25	19	اپنی ذاتی شخصیت کو ترجیح دوں (ر)	5	1	3.63	1.23
26	17	اپنی خواہش اور مشغلے کو پورا کرنا اچھا نسمجھوں (ر)	5	1	3.10	1.45
27	15	اکیلے گھومنے پھرنے کی آزادی ہو (ر)	5	1	2.60	1.63
28	28	کام کو جسمانی صحت پر فوقیت دوں	5	1	4.12	1.30
29	29	ہر ایک کو غلطی کا موقع دوں (ر)	5	1	3.78	1.43

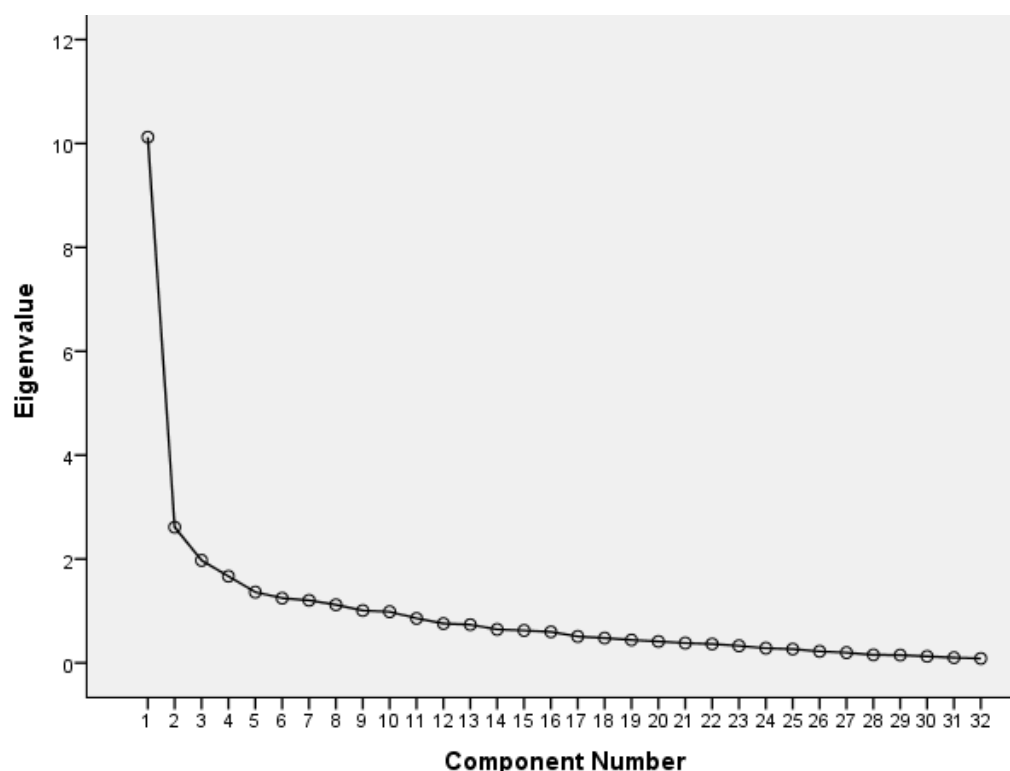
Table 2.

Inter-item Correlations between the Initial 20-Items Perceived Societal Expectations Scale for Housewives (N=128).

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24
Q1	...	.71	.71**	.50**	.50	.46**	.44**	.34**	.27**	.43**	.28**	.26**	.35**	.27**	.30**	.16**	.20**	.14	.14	.16	.24**	.17	.29**	.26**
Q2		...		.49**		.84**	.50**	.44**	.41**	.54**	.59**	.61**	.56**	.59**	.60**	.55**	.55**	.44**	.45**	.40**	.69**	.34**	.34**	.37**
Q3			...			.52**	.96**	.64**	.61**	.58**	.58**	.51**	.61**	.60**	.62**	.55**	.58**	.48**	.48**	.39**	.51**	.38**	.42**	.41**
Q4				...			.52**	.47**	.44**	.56**	.58**	.57**	.58**	.57**	.59**	.55**	.55**	.45**	.45**	.41**	.64**	.37**	.36**	.34**
Q5					...			.65**	.62**	.56**	.60**	.53**	.60**	.61**	.63**	.55**	.56**	.51**	.51**	.38**	.52**	.40**	.40**	.45**
Q6						...			.94**	.62**	.59**	.57**	.60**	.60**	.58**	.57**	.51**	.55**	.55**	.40**	.51**	.39**	.39**	.41**
Q7							...			.58**	.56**	.53**	.55**	.58**	.54**	.54**	.49**	.51**	.51**	.36**	.48**	.34**	.36**	.36**
Q8								...			.66**	.60**	.63**	.64**	.63**	.63**	.57**	.49**	.49**	.32**	.55**	.38**	.42**	.42**
Q9									...			.66**	.64**	.68**	.65**	.62**	.61**	.54**	.55**	.39**	.58**	.44**	.42**	.47**
Q10										...			.61**	.61**	.62**	.57**	.59**	.63**	.63**	.39**	.58**	.42**	.41**	.42**
Q11											...			.69**	.73**	.61**	.58**	.63**	.63**	.44**	.62**	.49**	.50**	.47**
Q12												...			.76**	.62**	.64**	.64**	.64**	.48**	.64**	.47**	.46**	.50**
Q13													...			.60**	.59**	.60**	.60**	.48**	.70**	.49**	.47**	.53**
Q14														...			.53**	.58**	.58**	.43**	.58**	.42**	.41**	.46**
Q15															...			.53**	.53**	.35**	.55**	.42**	.46**	.41**
Q16																...			.98**	.48**	.62**	.49**	.45**	.47**
Q17																	...			.48**	.62**	.49**	.46**	.48**
Q18																		...			.55**	.35**	.34**	.38**
Q19																			...			.48**	.46**	.51**
Q20																				...			.95**	.74**
Q21																					...			.70**
Q22																						...		
Q23																							...	
Q24																								...
Q25																								
Q26																								
Q27																								
Q28																								
Q29																								

*Note. p<.01***

Figure 1



A scree plot is a graphical representation of an analysis's main components or factor eigenvalues (Lewith et al., 2010). In the scree plot eigenvalues are always shown in the downward curve, going from highest to lowest. The scree test indicates that the major components should be preserved to the left of the graph elbow where the eigenvalues appear to level out (Dmitrienko et al., 2007). As the point of inflection occurred at the eighth factor, the scree plot extracted and eight factor solutions for Perceived Societal Expectation Expectations Scale (PSES) for Housewives.

Table 3.

Factor Loadings Explained by Eight Factors of Perceived Societal Expectation Scale (PSESH) for Housewives (N=128)

	Sr No	Item no	F1	F2	F3	F4	F5	F6	F7	F8
F1	1	Item 05	.86							
	2	Item 03	.79							
	3	Item 06	.72							
	4	Item 04	.64							
	5	Item 09	.61							
	6	Item 07	.56							
F2	7	Item 08		.74						
	8	Item 11		.76						
	9	Item 13		.73						
	10	Item 10		.72						
F3	11	Item 26			.74					

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	12	Item 25	.66			
	13	Item 21	.53			
	14	Item 20	.52			
	15	Item 27	.46			
F4	16	Item 32		.86		
	17	Item 31		.86		
	18	Item 14		.70		
F5	19	Item 01			.74	
	20	Item 18			.71	
	21	Item 16			.50	
F6	22	Item 22				.78
	23	Item 24				.63
	24	Item 23				.58
F7	25	Item 19				.79
	26	Item 17				.74
	27	Item 15				.51
F8	28	Item 28				.74
	29	Item 29				.47

The factor loadings of all the items were shown in the table above. The highlighted values in the above table indicate where the particular item falls under that factor. The current scale has twenty-nine items that are divided into eight factors. The all eight factors have loading range .56 to .86, .79 to .72, .46 to .74, .70 to .86, .50 to .74, .58 to .78, .51 to .79 and .47 to .74 respectively. The Varimax rotation method was used for the Principal Component Analysis (Kaiser & Henry, 1959).

EFA: Determining the Factor Structure of the PSES

An EFA analysis was carried out on the sample of housewives. Despite the appearance of eight eigenvalues greater than one, a scree plot revealed the presence of just eight distinct factors. Thus, the eight-factor solution model was implemented as the most parsimonious. Four items of the scale were reversed scores (25, 26, 27 & 29). Three items (2, 12 and 30) were removed based on low correlation values. We also assess the data's eligibility for factor analysis using the Kaiser-Meyer-Olkin (KMO) measure of sample adequacy (Kaiser, 1970) and Bartlett's test of sphericity (Bartlett, 1950). The KMO measure of sample adequacy was 0.83, which is greater than the usually recommended value of 0.60, and Bartlett's test of sphericity was significant (2244.54, $p < 0.01^{***}$). This model's interpretation is as follows.

Factor 1: Domestic-Familial Expectations

Housewives' expectations for their homes and families are explained by the first factor, domestic-familial expectation, which consists of six items. Housewives are expected by society to take care of the home and fulfill the duties of the family. The items of this factor clarify the information, including

- Take care of domestic responsibilities
- Cook meal for children
- Fulfill the husband's responsibilities

Factor 2: Socio-Familial Expectations

The items overall explain the content of social and family related expectations from housewives. Socially, they are often viewed as the moral and emotional anchors of the family, responsible for maintaining family honor, harmony, and social relationships. Communities tend to expect housewives to demonstrate patience,

modesty, and selflessness while managing domestic affairs and upholding cultural values. Within the family, housewives are typically expected to prioritize the needs of their husband, children, and elders over their own personal interests or ambitions. Their role is often defined by caregiving ensuring the physical comfort, emotional well-being, and proper upbringing of children. They are also seen as key figures in transmitting traditions, values, and manners to the next generation. This Factor include 4 items from 7 to 10 that explain the content that

Take care of Husband's relatives

Always obey the order of elders

Do every task on time

Factor 3: Behavioral Expectations

Housewives are often expected to display specific patterns of behavior that align with traditional gender roles and social norms. They are generally expected to be polite, patient, nurturing, and emotionally controlled, even in stressful situations. Society tends to value their calm temperament, adaptability, and ability to maintain harmony within the household. Housewives are often expected to avoid conflict, speak respectfully to elders and husbands, and prioritize the family's comfort over their own preferences. The content of the items of this factor also reflect that expression such as

Maintain positive attitude

Do everything gracefully or with good manners

Live in compromise or harmony with everyone

Factor 4: Social Compliance

Housewives are often expected to demonstrate a high level of social compliance, aligning their behavior and lifestyle with cultural, religious, and societal norms. They are expected to imitate to community values regarding dress, speech, and social interactions, ensuring that their conduct reflects the family's honor and social standing. While these expectations help preserve cultural continuity and social harmony, they can also restrict personal freedom and self-expression, especially when societal approval becomes more important than individual well-being. This Factor Consisting of three items numbered 16th, 17th & 18th The item content of this factor also explains this such as

Remain silent in case of disagreement

I should be the one to give, in case of conflict

Factor 5: Sacrificial Expectations

The sacrificial expectations revolve around the idea that a good wife or ideal woman puts the needs of her family above her own. Housewives are frequently expected to give up personal ambitions, career goals, and leisure time to care for their families, manage household responsibilities, and maintain harmony at home. They are also expected to compromise their emotional and physical comfort for the well-being of others working tirelessly without recognition, suppressing personal desires. This factor consisting of three items (19, 20 & 21). The content of the items indicates the same idea such as

Suppress her desires.

Give priority to household responsibilities over my personal desires and hobbies

Factor 6: Familial Adjustment Expectations

Familial adjustment expectations refer to the social and cultural beliefs that a housewife should continuously adjust, compromise, and adapt her behavior, emotions, and preferences to maintain harmony within the family. These expectations emphasize patience, flexibility, and emotional control, even in difficult or unfair situations. A housewife is often expected to tolerate conflicts silently, respect elders unquestioningly, and adjust to the habits, moods, and opinions of her husband and in-laws. This factor includes 3 items such as 22, 23 & 24 that share that idea such as

Adjust according to the environment of husband's home

Arrange time according to family's needs

Factor 7: Personal Autonomy Expectations

Personal autonomy expectations refer to the degree to which a housewife is expected or allowed to make independent choices about her life, opinions, and daily activities. In traditional Pakistani family systems, a housewife is often expected to seek approval from her husband or elders before making decisions, even in matters related to her own preferences or well-being. Such expectations may limit her individuality and sense of agency. This factor includes three items numbered 25, 26 and 27 this explains the content that

Not to give the priority to personal identity

Do not consider it appropriate to fulfill my own desires and interests

Factor 8: Tolerance Expectations

Tolerance expectations refer to the belief that a housewife should remain patient, calm, and accepting in the face of disagreements, conflicts, or unfair treatment within the family. A tolerant housewife is often expected to stay silent during arguments, avoid expressing anger or dissatisfaction, and accept others' mistakes or harsh behavior for the sake of family peace. This factor includes 2 items 28 and 29 that indicate the content such as

Give priority to household work over my physical health

do not allow others a chance to make mistakes

Table 4.

Eigenvalues, percentage of variance and cumulative percentage for factors for 29 items

Factors	Eigenvalues	% Variance	Cumulative %
1	10.12	31.63	31.63
2	2.61	8.16	39.80
3	1.97	6.17	45.96
4	1.67	5.21	51.17
5	1.36	4.26	55.43
6	1.25	3.89	59.33
7	1.20	3.76	63.09
8	1.12	3.49	66.58

Table 4 indicate the eigenvalues and variance of the eight factors retained in EFA,

Table 5.*Correlations between Subscales of Perceived Societal Expectations Scale for Housewives(N=128).*

	1	2	3	4	5	6	7	8	9
1-DFE	...	.61**	.61**	.29**	.47**	.36**	.05	.26**	.77***
2-SFE		...	.60**	.38**	.32**	.39**	-.04	.36**	.74***
3-BE			...	.41**	.40**	.45**	-.11**	.28**	.75***
4-SCE				...	.35**	.38**	-.14	.36**	.64***
5-SE					...	.43**	-.21*	.30	.64***
6-FAE						...	-.27**	.30**	.60**
7-PAE							...	-.15	.10
8-TE								...	.54**
9-PSES									...
<i>M</i>	28.01	18.60	23.09	12.48	12.08	12.98	9.33	7.90	124.46
<i>SD</i>	2.80	2.21	2.31	2.86	2.65	2.06	3.19	2.19	11.74

Note. $p < 0.001^{***}$; $p < .01^{**}$; $p < .05^{*}$; DFE=Domestic-Familial Expectations, SFE=Socio-Familial Expectations, BE= Behavioral Expectations, SCE= Social Compliance Expectations, SE= Sacrificial Expectations, FAE= Familial Adjustment Expectations, PAE= Personal Autonomy Expectations, TE= Tolerance Expectations

The result of table 4 indicates that the subscales of the Perceived Societal Expectations Scale are significantly positively correlated with one another as well as with the total score on Perceived Societal Expectation Scale instead of the Factor 7 because the items of Factor 7 are reverse coded. A strong linear association reveals a significantly positive (negative) linear relationship with values between 0.7 and 1.0 (or 0.7 and 1.0) (Ratner, 2009).

Table 6.

Descriptive Statistics (Minimum and Maximum Scores, Mean and SD) and Cronbach's Alpha Reliability Estimates for the Three Subscales and the Perceived Societal Expectations scale for Housewives (N=128).

	No of items	M(SD)	Skewness	Kurtosis	α
Total PSE Scale	29	124.46(11.74)	-1.18	.84	.84
DFE	06	28.01(2.80)	-1.89	4.77	.88
SFE	04	18.60(2.21)	-2.13	5.22	.87
BE	05	23.09(3.31)	-1.04	.25	.78
SCE	03	12.48(2.86)	-1.42	1.30	.82
SE	03	12.08(2.65)	-1.20	1.22	.63
FAE	03	12.98(2.06)	-1.28	2.09	.59
PAE	03	9.33(3.19)	-.14	-.61	.58
TE	02	7.90(2.19)	-.80	-.37	.44

Descriptive statistics and Cronbach's alpha reliability for the final 29-item PSES and its eight subscales are shown in Table 4. Cronbach's reliability for the overall 29-item scale was good ($\alpha=0.84$) and within the range of Moderate to good for each facet. The Cronbach's of eight subscales (Domestic Familial Expectations, Socio-Familial Expectation, Behavioral Expectations, Social Compliance Expectation, Sacrificial Expectations, Familial Adjustment Expectation, Personal Autonomy Expectations and Tolerance Expectations), is .88, .87, .78, .82, .63, .59, .58, and .44 respectively (Tavakol & Dennick, 2011).

Figure 2: CFA Model for Perceived Societal Expectation Scale for Housewives

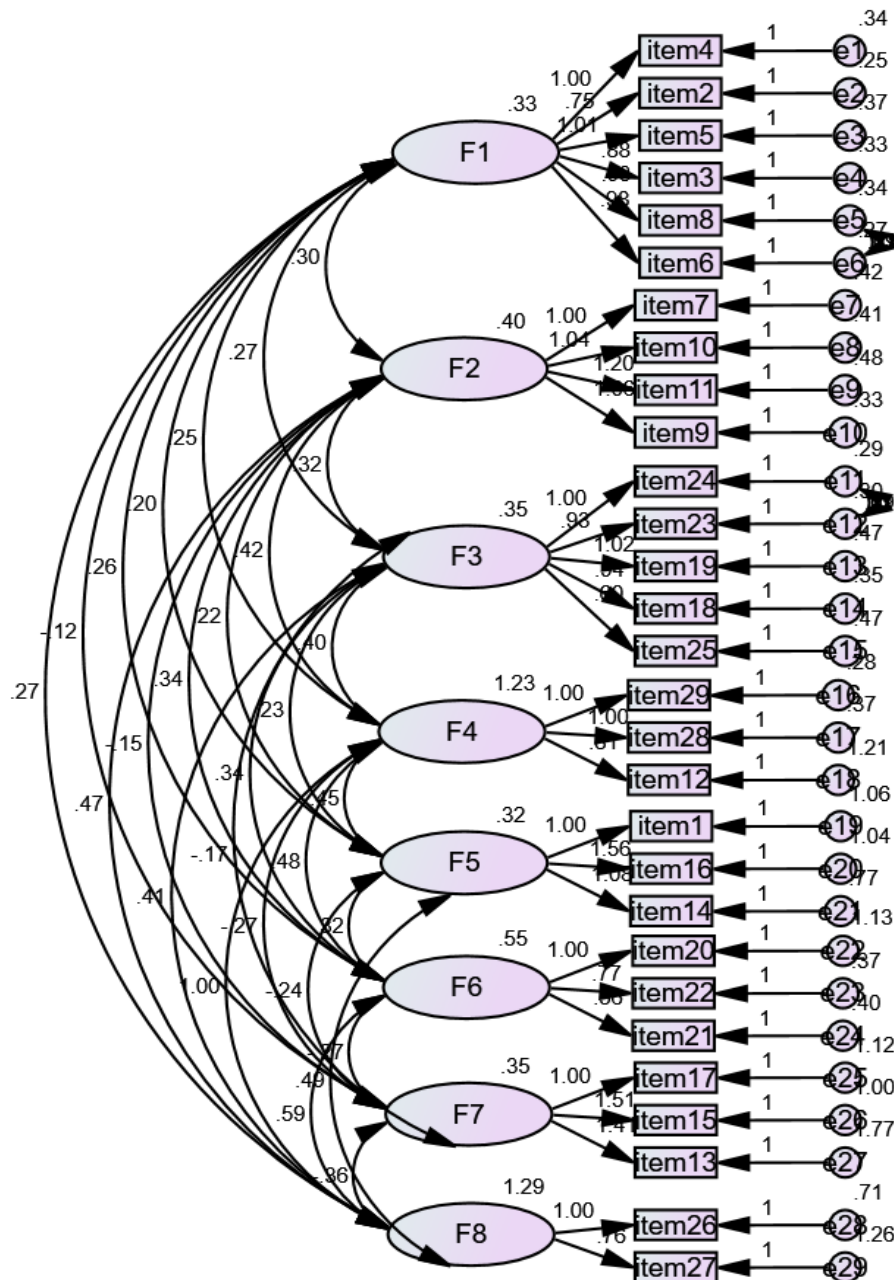


Figure 2 shows the items corresponding to the scale as well as obtained factor loadings of each item in the respective dimension. Factor loadings for Perceived Societal Expectation Scale (PSES) for Housewives Urdu version is ranged from = .60 to 1.56. All items have factor loadings more than .60 and are in excellent range (Field, 2009)

Table 7. Confirmatory Factor Analysis of Brief Emotional Intelligence Scale (N=300)

	$\chi^2/(df)$	NFI	IFI	TLI	CFI	RMSEA
Model-1	2.05	.83	.91	.88	.90	.05

Note: NFI= Normed Fit Indices; IFI= Incremental Fit Indices; TLI= Tucker Lewis Index; CFI= Comparative Fit Indices; RMSEA= Root Mean Square Error of Approximation

Table 4 represents the model fit indices of Perceived Societal Expectation Scale (PSES) for Housewives. The results of the table 4 indicates the model fit indices $\chi^2/(df) = 2.05$ had with values of NFI= .83, CFI = .90, IFI = .91, TLI= .88 and RMSEA = .05. The value of the model indicates that the model is good fit.

Table 8. The Psychometric Properties (AVE and Discriminant Validity) of the Brief Emotional Intelligence Scale (BEIS-10) Urdu version

Construct			CR	AVE	$\sqrt{AVE}$	1	2	3	4	5	6	7	8
1- Domestic Expectations	Familial		.98	.89	.94	...							
2-Socio-Expectation	Familial		.82	.54	.73	.68***	...						
3-Behavioral Expectations			.97	.88	.94	.66***	.69***	...					
4-Social Compliance			.96	.87	.93	.33**	.51***	.52***	...				
5-Sacrificial Expectations			.69	.68	.82	.47**	.44***	.48***	.52***	...			
6- Familial Expectations	Adjustment		.89	.74	.86	.41**	.49***	.54***	.47***	.50***	...		
7- Personal Expectations	Autonomy		.72	.70	.84	-.24**	-.29**	-.34**	-.32**	-.42**	-	.42**	...
8-Tolerance Expectations			.70	.52	.72	.29**	.49**	.43**	.63**	.46***	.45**	-	.31**

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$P < .001$; $p < .01$

Construct validity and reliability of the Urdu version of the Perceived Societal Expectation Scale (PSESH) were assessed using Composite Reliability (CR), Average Variance Extracted (AVE), and discriminant validity indicators. As shown in Table 8, all eight subscales demonstrated acceptable internal consistency, with CR values ranging from .70 to .98, exceeding the recommended threshold of .70 (Hair et al., 2019). The AVE values ranged from .52 to .89, meeting the minimum criterion of .50 for convergent validity (Fornell & Larcker, 1981). The square root of AVE ($\sqrt{\text{AVE}}$) for each construct was higher than its correlations with other constructs, supporting adequate discriminant validity. The $\sqrt{\text{AVE}}$ for “Domestic Familial Expectation” was .98, which exceeded its correlations with other constructs (ranging from .29 to .63). Overall, the Urdu version Perceived Societal Expectations Scale for House Wives demonstrated good levels of reliability, convergent validity, and discriminant validity, indicating that it is a psychometrically sound instrument for assessing emotional intelligence in the Pakistani context.

Discussion

In Pakistani society, men usually have the dominant roles in family and home like the ‘decision maker’ and the immediate authority. This typically puts men in roles of bread earners and decision makers in the family while women are expected to take care of the household chores and serve men (Ali et al., 2011). The power granted to men also marks the position of women in Pakistani society as weak, defenseless and dependent on men for their basic needs including finances (Chaudhary, 2005). In particular, there is a dire need for developing and validating a Perceived Societal Expectations for housewives scale in Pakistani culture to understand the complete picture what a society expect from a house wife f societal expectation. So, the research was conducted to develop and validate Perceived Societal Expectations Scale for housewives for Pakistani house housewives. The first objective of the study to develop an indigenous Perceived Societal Expectations for housewives. The second main objective of the study was to assessing the psychometric properties of the scale the result of the study indicated that the newly developed scale(PSEH) retained 29 items with 8 factors that are measuring the different domains of expectations. Each factor of the scale has good internal consistency Socio-Familial Societal Expectation, Domestic Familial Expectation, Behavioral Expectations, Social Compliance, Sacrificial Expectations, Familial Adjustment Expectations, Personal Autonym Expectations and Tolerance Expectation, .88, .87, .78, .82, .63, .59, .58, .44 respectively. The result of the study also indicated that the developed indegneous PSESH is convergently and discriminately valid and reliable. The PSESH scale had good overall internal consistency, $\alpha = .84$, suggesting that the overall scale was consistently and reliably measuring the societal expectations of the housewives in Pakistani women.

Implications

The development of this scale will help in research, practice and win policy making. This scale will provide a systematic way to understand the expectations from house wives. The scale will help the mental health practioners to identify the expectations that leads to stress, role strain, or emotional burden and to use this information to design targeted counseling, empowerment, and family-based interventions. At a broader level, the scale offers valuable evidence for policymakers and community organizations to promote gender-sensitive programs, encourage equitable household responsibilities, and challenge unrealistic social norms. Overall, this scale not only highlights the often-overlooked experiences of housewives but also supports efforts to enhance their recognition, support, and empowerment in society.

Limitations & Recommendations

1. The sample was collected from only three cities of the Punjab for the further study the data can be collected from other cities of Punjab for the better generalization of the results.

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2. The data was collected from the housewives that were uneducated that create hindrance to collect the data for further investigation the data can be collected from the educated housewives

Conclusion

The Societal Expectations Scale for Housewives provides a meaningful and empirically grounded framework for understanding the unique social pressures faced by women in domestic roles. By highlighting the cultural norms, responsibilities, and implicit demands placed on housewives, the scale contributes to a deeper appreciation of how these expectations shape their emotional well-being, identity, and overall quality of life. The development and validation of this scale not only fill an important gap in psychological assessment but also offer a practical tool for researchers, counselors, and policymakers to identify areas of stress, role conflict, and unmet support needs. Ultimately, the scale reinforces the importance of recognizing the invisible labor of housewives, promoting equitable social attitudes, and supporting initiatives that empower women within both family and societal contexts.

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