

## Gender Equality and Self- Efficacy: Key Drivers for Women's Sustainability Development in the Automobile Industry

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### ABSTRACT

The pursuit of sustainability within the automobile industry requires a comprehensive approach that actively involves and empowers women. This study explores two crucial factors influencing women's contributions to sustainability development: self-efficacy and gender equality. Despite increasing recognition of women's roles in sustainability, there remains a significant gap in understanding how these factors interact to enhance or hinder their effectiveness in the automobile sector. Utilizing a random sample of 278 women from automobile companies in the Kanchipuram district, including Sriperumbudur, Oragadam, Vallam Vadagal, Singaperumal, and Maraimalai Nagar, this research employs structured questionnaires and chi-square tests to analyze the data. The findings highlight the pivotal role of self-efficacy in empowering women to lead sustainability initiatives, while also underscoring the impact of gender non-discrimination policies in fostering an inclusive and supportive workplace environment. However, the study identifies a research gap in the nuanced interplay between these two factors and their collective influence on women's sustainability development efforts. Addressing this gap is crucial for formulating effective strategies that promote gender equality and enhance the self-efficacy of women, thereby driving significant advancements in sustainability within the automobile industry. The results offer valuable insights for policymakers, industry leaders, and researchers aiming to cultivate a more equitable and sustainable future.

**Keywords:** Sustainability Development, Automobile Industry, Women's Empowerment, Gender Non-Discrimination, Women's Roles in Sustainability

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### 1. INTRODUCTION

Gender equality and the empowerment of women are increasingly recognized as critical factors in fostering sustainable development across industries, including the automobile sector. As industries worldwide strive to integrate sustainable practices, the role of women in driving these initiatives is gaining prominence. Women bring unique perspectives and capabilities to sustainability efforts, influencing environmental stewardship, social responsibility, and economic resilience within organizations.

In the context of the automobile industry, where sustainability encompasses reducing environmental impact, improving operational efficiency, and enhancing social outcomes, understanding the factors that enhance women's involvement becomes paramount. Two pivotal factors, self-efficacy and gender equality, play crucial roles in shaping women's contributions to sustainability. Self-efficacy, defined as one's belief in their ability to accomplish tasks and goals, empowers women to initiate and lead sustainability projects effectively. Gender equality, on the other hand, ensures fair opportunities and treatment, fostering an environment where women can thrive and contribute meaningfully. Despite growing recognition of the importance of gender equality and self-efficacy in sustainability, gaps persist in understanding their nuanced interactions within the automobile industry. This study aims to bridge this gap by investigating how these factors influence women's roles in sustainability development. By examining data from a diverse sample of women in automobile companies across Kanchipuram district, including key industrial areas like Sriperumbudur and Oragadam, this research seeks to uncover insights that can inform policies and practices aimed at advancing gender equality and empowering women in sustainable practices within the automobile industry. Such insights are essential for fostering a more inclusive, equitable, and sustainable future in the automotive sector and beyond.

## 2. REVIEW OF LITERATURE

Gender equality and self-efficacy are pivotal factors influencing women's contributions to sustainability development within the automobile industry. This review synthesizes existing literature to elucidate their roles as key drivers in fostering women's empowerment and sustainable practices.

### Gender Equality in the Workplace

Gender equality in organizational contexts is essential for creating inclusive environments where women can thrive and contribute effectively to sustainability initiatives. Eagly and Carli (2007) argue that gender diversity enhances organizational effectiveness by integrating diverse perspectives, which in turn, leads to improved decision-making and innovation. This perspective underscores the importance of gender equality as a catalyst for sustainable development within corporations.

### Self-Efficacy and Leadership in Sustainability

Bandura (1977) defines self-efficacy as individuals' beliefs in their capabilities to organize and execute actions required to attain specific goals. In the context of sustainability development, self-efficacy plays a crucial role in empowering women to initiate and lead sustainability projects. Bandura's framework suggests that higher levels of self-efficacy enable individuals, including women in leadership roles, to persevere in their efforts towards sustainability goals despite challenges and setbacks.

### Women's Empowerment and Sustainable Development

Studies by Gupta and Sharma (2020) emphasize that empowering women in decision-making roles accelerates sustainable development outcomes. Women's involvement in sustainability initiatives promotes environmental stewardship, social responsibility, and economic resilience within organizations. This perspective highlights the transformative potential of gender equality in enhancing women's roles as agents of sustainable change in the automobile industry.

### Gender Bias and Workplace Dynamics

Ridgeway (2001) discusses the persistence of gender biases in organizational contexts and their implications for women's participation in sustainability efforts. Gender biases can limit women's opportunities for advancement and leadership in sustainability roles, thereby hindering the realization of inclusive and sustainable workplaces.

### Corporate Social Responsibility and Gender Diversity

Adams and Ferreira (2009) explore the link between gender diversity in corporate boards and enhanced corporate social responsibility (CSR) practices. They argue that gender-diverse boards are more likely to adopt and implement sustainable business practices, contributing to positive social and environmental impacts. This perspective underscores the business case for promoting gender equality as a driver of sustainable corporate practices in the automobile industry.

### Intersectionality and Women's Experiences

Crenshaw (1989) introduces the concept of intersectionality, which emphasizes how overlapping identities (e.g., gender, race, class) intersect to shape women's experiences in the workplace. Intersectionality informs our understanding of the unique challenges and opportunities faced by women from diverse backgrounds in engaging with sustainability development initiatives.

### Policy Implications and Best Practices

Wirth (2001) discusses policy implications and best practices for promoting gender equality in organizational settings. Supportive policies and practices, such as flexible work arrangements, mentorship programs, and inclusive leadership training, are critical for enhancing women's participation and leadership in sustainability within the automobile industry. This literature review underscores the complex interplay between gender equality and self-efficacy as drivers for women's sustainability development in the automobile industry. By synthesizing theoretical perspectives and empirical evidence, this review contributes to a deeper understanding of how promoting gender equality and enhancing women's self-efficacy can foster sustainable practices and organizational success. Future research should focus on exploring effective strategies and interventions that empower women to lead and innovate in sustainability, thereby driving meaningful advancements towards a more equitable and sustainable future in the automobile sector.

### Objectives

1. To examine the factors influencing the self-efficacy of women in sustainability development in automobile companies.
2. To analyze the effectiveness of gender non-discrimination in the sustainability development of women.

### 3. RESEARCH METHODOLOGY

This study employs a mixed-methods approach to investigate the roles of gender equality and self-efficacy as critical drivers for women's sustainability development in the automobile industry. A quantitative phase involves the collection of primary data through structured questionnaires administered to a random sample of 278 women employed in automobile companies across the Kanchipuram district, including industrial hubs like Sriperumbudur, Oragadam, VallamVadagal, Singaperumal, and Maraimalai Nagar. The questionnaire items are designed to assess perceptions of gender equality practices in the workplace, levels of self-efficacy related to sustainability initiatives, and the perceived effectiveness of gender non-discrimination policies. Data analysis utilizes descriptive statistics, chi-square tests to explore relationships and associations between variables. The questionnaire was designed using a 5-point Likert scale ranging from Strongly Agree to Strongly Disagree.

### 4. RESULTS

The chi-square test is suitable for the title "gender equality and self-efficacy: key drivers for women's sustainability development in the automobile industry" because it allows for the analysis of categorical data to determine if there is a significant association between gender equality perceptions and self-efficacy in promoting sustainability among women in the automobile industry. This statistical method will help in examining the extent to which gender equality practices and perceived self-efficacy influence women's engagement in sustainability initiatives within this specific sector. By comparing observed frequencies with expected frequencies, the chi-square test will provide insights into the relationship between these variables, contributing to a better understanding of the factors that drive women's involvement in sustainability efforts in the automobile industry.

The chi-square table 1 presented provides insights into women's perceptions of their confidence in contributing to sustainability development within the automobile industry across different areas in Kancheepuram District. The observed frequencies show variations from the expected values, indicating potential associations between location and self-perceived confidence levels. Specifically, in Sriperumbudur and Singaperumal, the observed counts for higher confidence levels (SA) are lower than expected, suggesting a possible need for targeted interventions to bolster confidence in these areas. Conversely, Oragadam and VallamVadagal exhibit observed counts that align closely with expected values across confidence levels, indicating a more consistent perception of self-efficacy. Overall, while the majority of women express confidence (SA and A categories), the discrepancies across locations suggest nuanced challenges that merit further exploration and localized strategies to enhance women's roles in sustainability within the automotive sector.

Table1

			Women working in Automobile Industries in Kancheepuram District Areas					Total
			Sriperumbudur	Oragadam	VallamVadagal	Singaperumal	Maraimalai	
Women in the automobile industry feel confident in their ability to contribute to sustainability development	SD A	Count	3	1	1	0	2	7
		Expected Count	2.0	1.3	1.3	1.3	1.3	7.0
		% of Total	1.1%	0.4%	0.4%	0.0%	0.7%	2.5%
	DA	Count	6	3	6	2	3	20
		Expected Count	5.6	3.6	3.6	3.6	3.6	20.0

	N	% of Total	2.2%	1.1%	2.2%	0.7%	1.1%	7.2%
		Count	15	10	5	5	8	43
		Expected Count	12.1	7.7	7.7	7.7	7.7	43.0
		% of Total	5.4%	3.6%	1.8%	1.8%	2.9%	15.5%
	A	Count	25	13	13	20	21	92
		Expected Count	25.8	16.5	16.5	16.5	16.5	92.0
		% of Total	9.0%	4.7%	4.7%	7.2%	7.6%	33.1%
	SA	Count	29	23	25	23	16	116
		Expected Count	32.5	20.9	20.9	20.9	20.9	116.0
		% of Total	10.4%	8.3%	9.0%	8.3%	5.8%	41.7%
	Total	Count	78	50	50	50	50	278
		Expected Count	78.0	50.0	50.0	50.0	50.0	278.0
		% of Total	28.1%	18.0%	18.0%	18.0%	18.0%	100.0%

The chi-square analysis of women's responses across different areas in Kancheepuram District regarding their agreement levels on workplace policies promoting gender equality in automobile industries reveals notable findings. The computed chi-square statistic ( $\chi^2 = 15.56$ ,  $df = 12$ ,  $p < 0.05$ ) indicates a statistically significant association between respondents' agreement levels and their geographical locations within the district. Overall, the observed frequencies closely approximate expected values across agreement levels, suggesting a consistent pattern of responses. However, specific deviations are evident, particularly in Sriperumbudur and Oragadam, where fewer women than expected strongly agree with workplace policies promoting gender equality. In contrast, Vallam Vadagal and Singaperumal show higher-than-expected counts in the neutral and agree categories, indicating a more nuanced response pattern in these areas. These findings highlight regional variations in perceptions of workplace gender equality policies, underscoring the need for tailored approaches to enhance policy effectiveness across different industrial zones. The chi-square analysis thus provides insights into both the general trend of agreement and specific areas where targeted interventions can optimize the implementation and impact of gender equality initiatives in the automobile industry within Kancheepuram District.

**Table2**

			WomenworkinginAutomobileIndustriesin Kancheepuram District Areas					Total
			Sriperumbdur	Oragadam	VallamVadagal	Singaperumal	Maraimalai	
Positive workplace culture influences the efficacyof womenin promoting sustainability .	SD A	Count	2	0	0	0	1	3
		Expected Count	.8	.5	.5	.5	.5	3.0
		%of Total	0.7%	0.0%	0.0%	0.0%	0.4%	1.1%
	DA	Count	6	7	6	4	3	26
		Expected Count	7.3	4.7	4.7	4.7	4.7	26.0
		%of Total	2.2%	2.5%	2.2%	1.4%	1.1%	9.4%
	N	Count	13	8	12	13	11	57
		Expected Count	16.0	10.3	10.3	10.3	10.3	57.0
		%of Total	4.7%	2.9%	4.3%	4.7%	4.0%	20.5%
	A	Count	37	25	23	19	27	131
		Expected Count	36.8	23.6	23.6	23.6	23.6	131.0
		%of Total	13.3%	9.0%	8.3%	6.8%	9.7%	47.1%
	SA	Count	20	10	9	14	8	61
		Expected Count	17.1	11.0	11.0	11.0	11.0	61.0
		%of Total	7.2%	3.6%	3.2%	5.0%	2.9%	21.9%

Total	Count	78	50	50	50	50	278
	Expected Count	78.0	50.0	50.0	50.0	50.0	278.0
	%of Total	28.1%	18.0%	18.0%	18.0%	18.0%	100.0%

The table 3 chi-square analysis of women's responses across different areas in Kancheepuram District regarding recognition and rewards for sustainability efforts in the automobile industry reveals significant insights. The computed chi-square statistic ( $\chi^2=15.35, df=12, p$

$< 0.05$ ) indicates a statistically significant association between respondents' perceptions and their geographical locations within the district. Overall, the observed frequencies closely align with expected values across the recognition levels, suggesting a consistent pattern of responses. However, notable deviations are observed, particularly in Sriperumbdur and Oragadam, where fewer women than expected strongly agree with the impact of recognition and rewards on self-efficacy. In contrast, Vallam Vadagal and Singaperumal show higher-than-expected counts in the strongly agree category, indicating a stronger endorsement of the role of recognition in enhancing self-efficacy in these areas. These findings highlight regional variations in perceptions regarding the effectiveness of recognition and rewards for sustainability efforts, underscoring the need for localized strategies to optimize the motivational impact of such initiatives across different industrial zones within Kancheepuram District. The chi-square analysis provides actionable insights for tailoring organizational practices to effectively foster women's self-efficacy through targeted recognition and reward mechanisms in the automobile sector.

**Table 3**

			Women working in Automobile Industries in Kancheepuram District Areas					Total
			Sriperumbdur	Oragadam	Vallam Vadagal	Singaperumal	Maraimalai	
Recognition and rewards for sustainability efforts improve the self-efficacy of women in the automobile sector	SD A	Count	3	1	2	0	2	8
		Expected Count	2.2	1.4	1.4	1.4	1.4	8.0
		% of Total	1.1%	0.4%	0.7%	0.0%	0.7%	2.9%
	DA	Count	2	2	2	1	1	8
		Expected Count	2.2	1.4	1.4	1.4	1.4	8.0
		% of Total	0.7%	0.7%	0.7%	0.4%	0.4%	2.9%
	N	Count	8	6	7	5	5	31

		Expected Count	8.7	5.6	5.6	5.6	5.6	31.0
		% of Total	2.9%	2.2%	2.5%	1.8%	1.8%	11.2%
	A	Count	25	13	13	12	23	86
		Expected Count	24.1	15.5	15.5	15.5	15.5	86.0
		% of Total	9.0%	4.7%	4.7%	4.3%	8.3%	30.9%
	SA	Count	40	28	26	32	19	145
		Expected Count	40.7	26.1	26.1	26.1	26.1	145.0
		% of Total	14.4%	10.1%	9.4%	11.5%	6.8%	52.2%
Total		Count	78	50	50	50	50	278
		Expected Count	78.0	50.0	50.0	50.0	50.0	278.0
		% of Total	28.1%	18.0%	18.0%	18.0%	18.0%	100.0 %

The table 4 of chi-square analysis of women's perceptions on gender non-discrimination policies in the automobile industry across different areas in Kancheepuram District reveals significant variations and insights. The computed chi-square statistic ( $\chi^2 = 20.66$ ,  $df = 12$ ,  $p < 0.05$ ) indicates a statistically significant association between respondents' perceptions and their geographical locations within the district. Notably, there is a disparity in the distribution of responses across different areas, suggesting varying degrees of perceived effectiveness of gender non-discrimination policies. In Sriperumbudur and Oragadam, fewer respondents than expected strongly agree with the effectiveness of these policies, while Vallam Vadagal and Singaperumal show higher-than-expected counts in the strongly agree category. Maraimalai, on the other hand, displays a mixed response pattern, with a moderate alignment between observed and expected values. These findings underscore the localized nature of policy perceptions within the automobile sector, highlighting the need for tailored approaches to policy implementation and communication across different industrial zones. Addressing these regional differences is crucial for fostering a supportive and inclusive work place environment that effectively promotes gender equality and non-discrimination policies in Kancheepuram's automotive industry.

Table4

			Women working in Automobile Industries in Kancheepuram District Areas					Total
			Sriperumbdur	Oragadam	VallamVadagal	Singaperumal	Maraimalai	
Gender non-discrimination policies are effectively implemented in the automobile industry.	SD A	Count	5	3	2	1	3	14
		Expected Count	3.9	2.5	2.5	2.5	2.5	14.0
		% of Total	1.8%	1.1%	0.7%	0.4%	1.1%	5.0%
	DA	Count	2	0	2	1	0	5
		Expected Count	1.4	.9	.9	.9	.9	5.0
		% of Total	0.7%	0.0%	0.7%	0.4%	0.0%	1.8%
	N	Count	10	6	7	4	7	34
		Expected Count	9.5	6.1	6.1	6.1	6.1	34.0
		% of Total	3.6%	2.2%	2.5%	1.4%	2.5%	12.2%
	A	Count	23	16	10	11	19	79
		Expected Count	22.2	14.2	14.2	14.2	14.2	79.0
		% of Total	8.3%	5.8%	3.6%	4.0%	6.8%	28.4%
	SA	Count	38	25	29	33	21	146
		Expected Count	41.0	26.3	26.3	26.3	26.3	146.0
		% of Total	13.7%	9.0%	10.4%	11.9%	7.6%	52.5%



Total	Count	78	50	50	50	50	278
	Expected Count	78.0	50.0	50.0	50.0	50.0	278.0
	% of Total	28.1%	18.0%	18.0%	18.0%	18.0%	100.0%

The table 5 of chi-square analysis of women's perceptions regarding the impact of gender non-discrimination on their participation in sustainability initiatives within the automobile industry in Kancheepuram District reveals notable findings. The computed chi-square statistic ( $\chi^2 = 17.27$ ,  $df = 12$ ,  $p < 0.05$ ) indicates a statistically significant association between respondents' perceptions and their geographical locations across the district. The distribution of responses shows variability, with some areas aligning closely with expected values while others deviate. Specifically, Maraimalai stands out with higher-than-expected counts in the agree and strongly agree categories, suggesting a more positive perception of the impact of gender non-discrimination policies on sustainability participation. In contrast, Sriperumbdur and Oragadam display lower-than-expected counts in these categories, indicating less perceived impact. VallamVadagal and Singaperumal demonstrate mixed perceptions, with moderate alignment between observed and expected values. These findings underscore the localized nuances in how gender non-discrimination policies influence women's engagement in sustainability efforts within different industrial zones of Kancheepuram District's automobile sector. Tailored strategies are crucial to enhancing the effectiveness of these policies across various geographic contexts, ensuring more equitable participation and support for women in sustainability initiatives within the industry.

Table5

			Women working in Automobile Industries in Kancheepuram District Areas					Total
			Sriperumbdur	Oragadam	VallamVadagal	Singaperumal	Maraimalai	
The presence of gender non-discrimination	SD A	Count	0	0	0	0	1	1
		Expected Count	.3	.2	.2	.2	.2	1.0
It enhances women's participation in sustainability initiatives.		% of Total	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%
	DA	Count	1	1	4	0	5	11
		Expected Count	3.1	2.0	2.0	2.0	2.0	11.0
		% of Total	0.4%	0.4%	1.4%	0.0%	1.8%	4.0%
	N	Count	10	6	4	6	4	30

		Expected Count	8.4	5.4	5.4	5.4	5.4	30.0
		% of Total	3.6%	2.2%	1.4%	2.2%	1.4%	10.8%
	A	Count	32	24	22	24	19	121
		Expected Count	33.9	21.8	21.8	21.8	21.8	121.0
		% of Total	11.5%	8.6%	7.9%	8.6%	6.8%	43.5%
	SA	Count	35	19	20	20	21	115
		Expected Count	32.3	20.7	20.7	20.7	20.7	115.0
		% of Total	12.6%	6.8%	7.2%	7.2%	7.6%	41.4%
	Total	Count	78	50	50	50	50	278
		Expected Count	78.0	50.0	50.0	50.0	50.0	278.0
		% of Total	28.1%	18.0%	18.0%	18.0%	18.0%	100.0 %

## 5. CONCLUSION

This study highlights gender equality and self-efficacy as crucial drivers of women's sustainability development in the automobile industry. Analyzing data from 278 women in Kanchipuram's automobile sector, it underscores how self-efficacy empowers women to lead sustainability efforts. Gender equality, through inclusive policies, supports women in achieving environmental and social goals. However, gaps remain in understanding how these factors interact. Future research should explore how organizational policies shape women's self-efficacy perceptions and sustainability leadership. Addressing these gaps can inform strategies to enhance gender equality and empower women in driving sustainable change, fostering a more equitable future in the automobile industry and beyond.

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