

Married Immigrant Women's Social Participation upon Empowerment for the Global Multicultural Network

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Abstract. Recent studies on married immigrant women's cultural adaptation putting emphasis upon identity were concentrated upon the women's personal characteristics not to cognize values of environment surrounding the women. This study investigated cultural variety of the women's cultural variety depending upon country to find out entry into foreign countries such as international trade by participation in the society including corporate activities that differed from point of view of consumers. This study cognized the women's adaptation to lives in Korea from point of view of culture and adaptation by using viewpoints of adaptation between men and organizations that differed from precedent studies depending upon the women's adaptation to lives in Korea: And, the study selected factors of conjugation of characteristics of each country at personal level of the women so that the women's affirmative roles would help strategical marketers of the other country at global corporate environment in Korea.

Keywords: Married immigrant women, Social participation, Empowerment, Global corporate environment

1 Introduction

Since the 1990s, research on marketing of country of origin such as product and country image under global economic environment in Korea was made for a long time [1, 2]. This was because multi-dimensional understanding and explanation of market consumers were needed at not only increase of global enterprises but also competition at global markets. Consumers' perception and rating on the product were thought to be basic activities, and understanding upon consumers was very much important to attain corporate goals and outcome at the market. Global enterprise marketers should basically know and understand not only characteristics of multi-culture but also multi-culture persons. In the era of globalization, studies on environment of Korean enterprises should investigate features of country of not only foreign labor workers but also married immigrant women in Korea to adopt marketer of their social participation and to understand global consumers and to help marketers of enterprises do international activity.

This study had conceptual models based on theoretical models of social participation and empowerment of married immigrant women. In this study, variables consisted of political activities, economic activities, community activities, learning activities, leisure activities, religious activities and self-help group activities [1, 2, 3]. The model included three factors of empowerment, that is to say, selfhood, actual power and social participation [4, 5].

2 Methodologies and hypotheses

This study investigated effects of social participation factors of political activities, economic activities, community activities, learning activities, leisure activities, religious activities and self-help group activities upon empowerment of selfhood, actual power and social participation. The subject was married immigrant women in South Korea from Korean Chinese migrants, China, Japan, the Philippines, Vietnam, Mongolia and Thailand. Investigation was done 3 months from March 2, 2009 to May 31, 2009. Questionnaire survey was done. The author collected 230 copies, that is to say, 92% of 250 copies, and she finally made use of 213 copies, that is to say, 85.2% after excluding 17 copies with wrong answers. The study investigated in three stages: 1st stage of investigation was done to investigate statistical distribution of demographic characteristics, social participation and empowerment factors: And, frequency analysis and descriptive statistic analysis were used. 2nd stage of investigation was done to investigate reliability of test items of both social participation and empowerment, and reliability analysis was used based on cronbach's alpha. 3rd stage of investigation was done to investigate effects of social participation upon empowerment by multiple regression analysis. Hypotheses were adopted at significance level of 95%. SPSS 18.0 was used.

- Hypothesis 1 : Married immigrant women's social participation has significantly positive influence upon selfhood.
- Hypothesis 2 : Married immigrant women's social participation has significantly positive influence upon actual power.

3 Research results

Empirical analysis was done to test hypothesis 1 of "Married immigrant women's social participation has significantly positive influence upon selfhood to verify relation between the women's social participation and selfhood:

Table 1. Effects of Married Immigrant Women's Social Participation upon Selfhood

Variables	Korean Chinese migrant	China	Japan	Philippines	Vietnam	Mongolia / Thailand
Constant term	1.42 (3.12) ^{***}	1.33 (2.46) ^{***}	1.67 (3.20) ^{***}	2.51 (2.68) ^{**}	1.33 (2.05) ^{**}	2.94 (3.82) ^{***}
Political	-0.08	-0.26	-0.40	-0.17	0.15	-0.07

activities	(-0.44)	(-0.93)	(-1.73)*	(-0.65)	(0.72)	(-0.12)
Economic activities	-0.50 (-2.85)***	-0.28 (-1.04)	-0.00 (-0.01)	0.26 (0.50)	-0.26 (-1.12)	-0.55 (-1.32)
Community activities	0.77 (4.33)***	0.35 (1.45)	0.30 (1.65)	-0.09 (-0.31)	0.19 (0.83)	-0.27 (-0.58)
Learning activities	0.07 (0.34)	0.46 (1.73)*	0.10 (0.43)	-0.00 (-0.02)	-0.57 (-2.59)**	0.75 (2.23)*
Leisure activities	0.11 (0.72)	0.90 (5.00)***	0.14 (0.76)	0.04 (0.12)	0.17 (0.86)	-0.91 (-1.75)
Religious activities	-0.14 (-0.74)	-0.68 (-3.10)***	0.16 (0.71)	0.60 (1.33)	0.23 (1.14)	1.53 (2.41)**
Self-help activities	0.43 (2.09)**	0.14 (0.56)	0.25 (1.04)	-0.33 (-0.81)	0.67 (2.13)**	-0.35 (-0.62)
R ²	0.500	0.536	0.453	0.388	0.465	0.849
Adj. R ²	0.408	0.438	0.251	0.058	0.396	0.697
F	5.439	5.453	2.246	1.177	6.710	5.605
p	0.000***	0.000***	0.076*	0.379	0.000***	0.018**
N	46	41	27	21	62	15

Note: *** p<0.01; ** p<0.05; * p<0.10

Hypothesis 2 of "Married immigrant women's social participation has significantly positive influence upon actual power" was used to verify relations between the women's social participation and actual power: R-square was Mongolia and Thailand (81.2%) to be the highest, Japan (53.9%), Vietnam (47.5%), Philippines (38.0%), Korean Chinese migrants (21.9%) and China (8.8%) in order (Table 3).

Table 2. Effects of Married immigrant Women's Social Participation upon Actual Power

Variables	Korean Chinese migrant	China	Japan	Philippines	Vietnam	Mongolia / Thailand
Constant term	3.01 (6.06)***	2.73 (4.50)***	3.41 (7.09)***	2.41 (3.60)***	2.42 (4.83)***	2.05 (2.10)*
Political activities	0.08 (0.39)	0.11 (0.33)	0.23 (1.08)	-0.17 (-0.93)	0.53 (3.25)***	0.94 (1.27)
Economic activities	-0.32 (-1.70)*	-0.40 (-1.33)	0.39 (1.94)*	-0.36 (-0.95)	-0.29 (-1.59)	0.51 (0.95)
Community activities	0.42 (2.18)**	0.03 (0.11)	-0.52 (-3.06)***	-0.23 (-1.12)	-0.21 (-1.17)	0.15 (0.25)
Learning activities	0.20 (0.87)	0.05 (0.19)	0.21 (0.98)	0.33 (1.13)	-0.51 (-3.05)***	1.05 (2.44)**
Leisure activities	-0.07 (-0.45)	-0.04 (-0.22)	-0.33 (-1.88)*	0.12 (0.52)	0.18 (1.19)	-2.36 (-3.55)***
Religious activities	-0.40 (-1.98)*	0.13 (0.52)	0.10 (0.79)	0.44 (1.36)	-0.15 (-0.99)	1.65 (2.05)*
Self-help activities	0.08 (0.37)	0.18 (0.64)	-0.33 (-1.47)	-0.02 (-0.08)	0.51 (2.11)**	-1.74 (-2.45)**

R ²	0.219	0.088	0.539	0.380	0.475	0.812
Adj. R ²	0.075	-0.106	0.370	0.046	0.407	0.625
F	1.523	0.453	3.179	1.138	6.985	4.332
p	0.189	0.861	0.021**	0.398	0.000***	0.036**
N	46	41	27	21	62	15

Note: *** p<0.01; ** p<0.05; * p<0.10

4 Conclusion

In this study, implications were: Married immigrant women's social participation had close relation with empowerment. In particular, the women from Mongolia and Thailand had higher empowerment than the ones from remaining countries had. The women's social participation had relation with empowerment in order of Mongolia and Thailand, Philippines, Korean Chinese migrants, Vietnam, Japan and China. The women from China had low empowerment of social participation than the ones from Mongolia and Thailand had. In other words, the women from Mongolia and Thailand actively participated in the Korean society by not only learning activities but also religious activities to strengthen empowerment, and weakened empowerment by social participation. And, social participation of the women from China had low relation with empowerment. This study investigated relation between social participation and empowerment of married immigrant women from Mongolia, Thailand, the Philippines, Korean Chinese migrants, Vietnam, Japan and China. And, further studies were needed to supplement sampling of nationality, test of variables of social participation and empowerment, and test and use of other parameters.

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