

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

Myung Hee Jung and Oi Byung Park

¹Associate Professor, Department of Social Welfare, Jungwon University,
Chungbuk, Republic of Korea

²Vice Professor, Department of Police Administration Dongseo University, Busan,
Republic of Korea
jmhsuject@hanmail.net¹, frankpk@hanmail.net²

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 strategic 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 (Ericson, Johansson, and Chao (1984); pisharodi, 2002)

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.

These days, international marriage occupied 3.7% in 2000 among total domestic marriage, 8.45% in 2003 and 13.6% in 2005 to increase rapidly. International marriage between Korean men and foreigner women occupied more than 70% to have majority portion. Men of farming and/or fishery at international marriage occupied 35.9% in 2005 (2,885 cases) and 41% in 2006 (3,525 cases) to have high international marriage at rural

areas. Married immigrant women who reported getting married to Korean men had nationality of China (48.4%, 14,600 cases) to be the largest, followed by Vietnam (33.5%, 10,100 cases) and Japan (4.9%, 1,500 cases) in order (Statistics Korea, 2007). Vietnamese men got married to Korean men at the ratio of 1.3% of total international marriage in 2001, 7.3% in 2003, 18.7% in 2005 and 33.5% in 2006 to increase rapidly than women with other nationalities did. Married immigrant women from Cambodia occupied no more than 1.3% of total international marriage to increase as high as 151% these days. On the other hand, married immigrant women from China occupied 20,635 cases in 2005 and 14,608 cases in 2006 to decrease by 6,000 cases (-29.2%).

Married immigrant women from China, Vietnam, Japan, Philippines, Mongolia, Uzbekistan and USA often had difficulties at social and cultural isolation, inferior child-care environment and low income, and limited benefit of basic livelihood security benefit, and low medical service access, high risk of mother health, family violence and high divorce rate, instability of personal state of staying in Korea, social prejudice and others. These days, number of married immigrant women who got married to Korean men rapidly increased: To solve the problems, the Korean Government took policies, for instance, guarantee of rights to social security of people's basic livelihood, married immigrant women's nationality, guarantee of citizenship rights of married immigrant women, alleviation of income acknowledgement standards, strengthening of medical assurance system, and child education by corrective actions of discrimination as well as systemic efforts: Nonetheless, the government could not find out fundamental solution that inspect and solve problems of the women.

2. Model

This study had conceptual models based on Chapter 2 theoretical models of social participation and empowerment of married immigrant women (Figure 1). In this study, variables consisted of political activities, economic activities, community activities, learning activities, leisure activities, religious activities and self-help group activities (Kim Gyeong-shin, 2009, Kim Na-yeong, 2007, and Kim Mu-ung, 2007). The model included three factors of empowerment, that is to say, selfhood, actual power and social participation (Park So-yeong, 2006; Li-Chun Chang *et al.*, 2004; Kim Mi-ok *et al.*, 2005).

2.1. Hypotheses were:

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.

Hypothesis 3: Married immigrant women's social participation has significantly positive influence upon participation in the society.

Hypothesis 4: Married immigrant women's social participation has significantly positive influence upon empowerment.

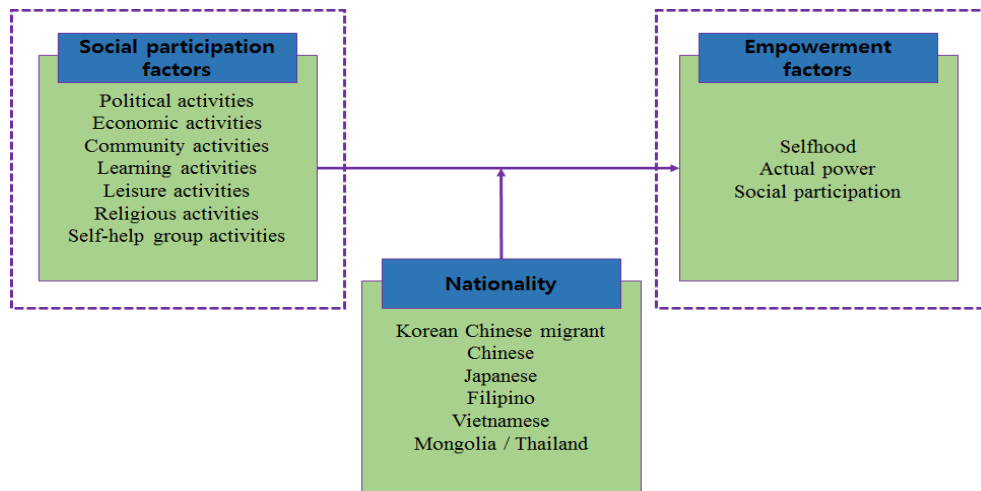


Figure 1. Conceptual Model

2.2. Methodologies

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 statistical 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 13.0 was used.

3. Empirical Analysis

3.1. Reliability Test

This study investigated reliability of political activities, economic activities, community activities, learning activities, leisure activities, religious activities, self-help group activities, selfhood of empowerment, actual power and social participation.

Reliability test results were (Table 1).

First, in this study, variables of social participation were found to have high reliability (Cronbach's Alpha>0.600). Reliability coefficient of 0.7~1.0 indicates strong relation, and that of 0.4~0.7 does considerable relation. And, reliability coefficient of 0.2~0.4 indicates a little relation, and that of 0.2~0.0 does almost no relation. So, use of the variables of the models was thought to have no problem.

Second, in this study, variables of empowerment had high reliability. At reliability test of selection of the variables, the variables had high reliability (Cronbach's Alpha>0.600) to have no problem of use of the variables.

Table 1. Reliability Test of Variables

Subject	Sub areas	Number of questions	Number	Reliability (n=213)
Social participation	Political activities	3	8,10,17	0.850
	Economic activities	4	7,9,15,16	0.875
	Community activities	5	1,3,5,6,25	0.600
	Learning activities	3	2,12,14	0.841
	Leisure activities	4	11,19,20,22	0.705
	Religious activities	6	4,13,23,24,18,21	0.728
	Self-help activities group	3	26,27,28	0.833
Empowerment	Selfhood	5	4,3,16,5,1	0.807
	Actual power	6	10,6,9,7,8,2	0.600
	Social participation	7	14,13,15,12,11,17,18	0.763

3.2. Hypotheses Test Results

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

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 2. 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 activities	-0.08 (-0.44)	-0.26 (-0.93)	-0.40 (-1.73)*	-0.17 (-0.65)	0.15 (0.72)	-0.07 (-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

3.2.2. Effects of Married Immigrant Women's Social Participation upon Actual Power: 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 3. 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 group 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

3.2.3. Effects of Married Immigrant Women's Social Participation upon Participation in the Society: Hypothesis 3 of "Married immigrant women's social participation has significantly positive influence upon participation in the society" was used:

Table 4. Effects of Married Immigrant Women's Social Participation upon Participation in the Society

Variables	Korean Chinese migrants	China	Japan	Philippines	Vietnam	Mongolia / Thailand
Constant term	1.12 (2.42)**	1.63 (2.75)***	2.71 (5.67)***	1.92 (2.55)**	1.91 (3.46)***	2.59 (3.62)***
Political activities	0.38 (1.97)*	0.02 (0.07)	-0.08 (-0.40)	-0.07 (-0.36)	0.29 (1.63)	-0.15 (-0.28)
Economic activities	-0.50 (-2.79)***	-0.07 (-0.24)	0.00 (0.00)	-0.37 (-0.88)	-0.35 (-1.73)*	-0.17 (-0.43)
Community activities	0.71 (3.99)***	-0.07 (-0.27)	0.03 (0.19)	0.25 (1.07)	0.35 (1.76)*	-0.37 (-0.85)
Learning activities	-0.19 (-0.93)	0.30 (1.02)	-0.29 (-1.36)	-0.80 (-2.38)**	-0.34 (-1.84)*	0.45 (1.42)
Leisure activities	0.30 (1.98)*	0.24 (1.25)	0.01 (0.10)	0.57 (2.19)**	0.00 (0.03)	-1.19 (-2.45)**
Religious activities	-0.37 (-1.95)*	0.02 (0.12)	0.19 (0.91)	0.73 (2.02)*	0.01 (0.06)	2.06 (3.50)**
Self-help group activities	0.27 (1.32)	0.01 (0.05)	0.28 (1.25)	0.02 (0.08)	0.33 (1.26)	-0.37 (-0.72)
R ²	0.518	0.177	0.230	0.758	0.279	0.846
Adj. R ²	0.430	0.003	-0.054	0.627	0.186	0.692
F	5.842	1.017	0.810	5.803	2.986	5.499
p	0.000	0.438	0.590	0.003***	0.010**	0.019**
N	46	41	27	21	62	15

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

3.2.4. Effects of Married Immigrant Women's Social Participation upon Empowerment: Hypothesis 4 of "Married immigrant women's social participation has significantly positive influence upon empowerment" was used to do empirical analysis: R-square of each country was:

Table 5. Effects of Married Immigrant Women's Social Participation upon Empowerment

Variables	Korean Chinese migrants	China	Japan	Philippines	Vietnam	Mongolia / Thailand
Constant term	1.85 (5.16)***	1.89 (3.95)***	2.60 (7.64)***	2.28 (4.79)***	1.89 (4.05)***	2.53 (3.63)***
Political activities	0.12 (0.83)	-0.04 (-0.14)	-0.08 (-0.56)	-0.14 (-1.06)	0.32 (2.15)**	0.23 (0.45)
Economic activities	-0.44 (-3.19)***	-0.25 (-1.05)	0.13 (0.91)	-0.15 (-0.58)	-0.30 (-1.78)*	-0.07 (-0.19)

Community activities	0.63 (4.55)***	0.10 (0.48)	-0.06 (-0.51)	-0.02 (-0.16)	0.11 (0.66)	-0.16 (-0.38)
Learning activities	0.02 (0.15)	0.27 (1.15)	0.00 (0.05)	-0.15 (-0.73)	-0.47 (-3.03)***	0.75 (2.45)**
Leisure activities	0.11 (0.94)	0.36 (2.29)**	-0.05 (-0.45)	0.24 (1.48)	0.12 (0.84)	-1.49 (-3.14)**
Religious activities	-0.30 (-2.06)**	-0.17 (-0.89)	0.15 (1.03)	0.59 (2.57)**	0.02 (0.20)	1.75 (3.04)**
Self-help group activities	0.26 (1.63)	0.11 (0.50)	0.06 (0.42)	-0.11 (-0.52)	0.50 (2.24)**	-0.82 (-1.62)
R ²	0.484	0.247	0.278	0.716	0.472	0.868
Adj. R ²	0.390	0.088	0.013	0.563	0.404	0.736
F	5.102	1.548	1.048	4.674	6.903	6.589
p	0.000***	0.186	0.432	0.008***	0.000***	0.012**
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.

The married immigrant women's participation in the society could help enterprises supplying services to customers satisfy desire of customers enterprises to make effort to grow up continuously. So, in many studies (Jung et al, 2009), human resources were thought to be the most important among global businesses' resources so that human services were cognized to be very much important for the enterprises. However, global enterprises in Korea managed human resources from point of view of production, and these days, employees from point of view of men were thought to be important (Suh, 2004).

Men was thought to be very much important among service marketing factors because all of human factors at delivery of services, that is to say, participants had influence upon buyers' perception. In other words, employees' uniform, appearance, attitude and behavior had great influence upon customers' cognition on services to be important conditions (Kang, 2010). Understanding on multi-culture of the women in Korea as well as empowerment by social participation could be actual source for marketing of Korean enterprises.

References

- [1] B.-y. Gang, "Mother language lives and education of ethnic Koreans living in China", Research on modern society and science, no. 10, (1999).
- [2] J.-s. Park, "A clinical study on communication conflict in Korean-American marriage", Social welfare science of Korea, no. 4, (1983), pp. 1-13
- [3] Y.-h. Shin, "Husband and wife problem between Korean husbands and Korean Chinese wife", Journal of Society of Korean Family Medical Treatment, vol. 10, no. 2, (2002), pp. 1-24.
- [4] H. Zhang, "A study on social supports and cultural adaptation stress of Chinese students studying at Seoul", Master degree thesis, Seoul National University, (2005).
- [5] E. Alderete, W. A. Vega, B. Kolody and S. Aguilar-Goxiola, "Depressive Symptomatology: Prevalence And psycho-social Risk. Factors among Mexican Migrant Farm workers in California", Journal of Community Psychology, vol. 27, no. 4, (1999), pp. 451-471.
- [6] D. T. Barry, "Development of a New Scale for Measuring Acculturation: The East Asian Acculturation Measure (EAAM)", Journal of Immigrant Health, vol. 3, no. 4, (2001), pp. 193-197.
- [7] J. W. Berry, "Human Ecology and Cognitive Style: Comparative studies in cultural and psychological adaptation", New York: Sage/Halsted, (1976), pp. 171-197
- [8] J. W. Berry, "Understanding and managing multi-culturalism", Psychology and Developing Societies, vol. 3, (1991), pp. 17-49.
- [9] J. W. Berry, "Immigration, Acculturation, and Adaptation", Applied Psychology: An International Review, vol. 46, no. 1, (1997), pp. 5-68.