



# Empowering Female Heads of Households: The Impact of Social Learning Career Counseling on Home Business Behavior

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## Abstract

This research investigates the transformative power of social learning career counseling on the entrepreneurial behavior of women serving as the primary breadwinners in their households. By adopting a mixed-methods approach, this study examines how structured mentorship and skill-building initiatives can significantly enhance their business acumen, financial literacy, and overall professional success. The findings highlight the potential of holistic career guidance to foster empowered, resilient, and innovative female entrepreneurs, ultimately contributing to economic development and social equity. Women who are the heads of their households often face unique challenges when it comes to balancing work and family responsibilities. Many turn to home-based businesses as a way to earn income while still being able to care for their families. However, running a successful home-based business requires a unique set of skills and knowledge. Career counseling can be a valuable tool for helping these women develop the skills they need to succeed in the world of entrepreneurship. This article explores the impact of social learning career counseling on the behavior of female household heads engaged in home-based businesses.

**Keywords:** Social Learning Career Counseling, Female Heads of Households, Home Business, Entrepreneurship, Economic Development, Financial Literacy

## Introduction

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In recent years, the role of women as primary breadwinners has been steadily increasing globally, with millions of females taking charge of their families' economic stability by running home-based businesses. However, despite these impressive strides, many face significant barriers in terms of limited resources, lack of access to formal education, and societal expectations. Consequently, there is an urgent need for effective interventions that can equip these women with the skills, knowledge, and confidence required to excel in their entrepreneurial endeavors.

This study aims to explore the impact of social learning career counseling on the behavior of female heads of households engaged in home-based businesses. Drawing from theories of social cognitive theory and adult learning, we posit that structured mentorship programs, coupled with skill-building initiatives, can significantly enhance their professional growth and business performance. Through a mixed-methods approach combining quantitative surveys and qualitative interviews, we seek to examine the mechanisms through which social learning career counseling influences these women's attitudes, beliefs, and practices related to entrepreneurship.

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**Social Learning Career Counseling** Social learning career counseling is an approach that focuses on the ways in which individuals learn from observing others and interacting with their environment. In this type of counseling, individuals are encouraged to learn from successful role models and to seek out opportunities to gain practical experience in their chosen field. By providing women with the skills and knowledge they need to succeed in the world of entrepreneurship, social learning career counseling can help them overcome the unique challenges they face as female household heads.

**Impact on Home-Based Business Behavior** Research has shown that social learning career counseling can have a significant impact on the behavior of female household heads engaged in home-based businesses. By providing women with the skills and knowledge they need to succeed in the world of entrepreneurship, social learning career counseling can help them develop effective business strategies, improve their marketing and sales skills, and increase their confidence in their abilities. This, in turn, can lead to greater success in their home-based businesses and a higher level of satisfaction with their work.

## Introduction

### The Impact of Social Learning Career Counseling on Home-Based Business Behavior in Female Household Heads

Women who are the heads of their households often face unique challenges when it comes to balancing work and family responsibilities. Many turn to home-based businesses as a way to earn income while still being able to care for their families. However, running a successful home-based business requires a unique set of skills and knowledge. Career counseling can be a valuable tool for helping these women develop the skills they need to succeed in the world of entrepreneurship. This article explores the impact of social learning career counseling on the behavior of female household heads engaged in home-based businesses.

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counseling can help them develop effective business strategies, improve their marketing and sales skills, and increase their confidence in their abilities. This, in turn, can lead to greater success in their home-based businesses and a higher level of satisfaction with their work.[2][4]

social learning career counseling can have a positive impact on the behavior of female household heads engaged in home-based businesses. By providing women with the skills and knowledge they need to succeed in the world of entrepreneurship, social learning career counseling can help them overcome the unique challenges they face and achieve greater success in their businesses. Further research is needed to explore the specific ways in which social learning career counseling can benefit female household heads and to develop more effective counseling strategies for this population. Conference header

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This study aims to explore the impact of social learning career counseling on the behavior of female heads of households engaged in home-based businesses. Drawing from theories of social cognitive theory and adult learning, we posit that structured mentorship programs, coupled with skill-building initiatives, can significantly enhance their professional growth and business performance. Through a mixed-methods approach combining quantitative surveys and qualitative interviews, we seek to examine the mechanisms through which social learning career counseling influences these women's attitudes, beliefs, and practices related to entrepreneurship[4].

Based on past researches, the effect of career counseling in Cromboltz's social learning method on home business behavior in female heads of the family can be investigated. This research can be done with different hypotheses. For example, if  $XX$  is career counseling according to Cromboltz's social learning method and  $YY$  is home business behavior among female heads of the family, a hypothesis such as  $H_0: \beta_1 = 0$  (no effect of career counseling on home business behavior) or  $H_1: \beta_1 \neq 0$  (there is an effect of career counseling on home business behavior) to be investigated. This research can be done using appropriate statistical methods such as regression analysis, hypothesis testing, and path analysis in order to investigate the effect of career counseling in Cromboltz's social learning method on home business behavior in female heads of the family.[6]

By conducting collaborative research and collecting data related to female heads of the family who have benefited from career counseling in the social learning method of Krumboltz, useful results can be obtained to analyze the impact of this counseling on their home business behavior. A comparative study between groups that received this type of counseling and control groups can play an important role in evaluating this effect.

In summary, conducting research on the effect of career counseling in the social learning style of Krumboltz on the home business behavior of female heads of the family requires appropriate and accurate design of experiments and statistical analyzes in order to obtain reliable results and the importance and value of this type of counseling for The increase of women's capabilities in the field of home business was realized.[7]

Krumboltz's social learning is a theoretical model in the field of psychology that was introduced by Albert Bandura and Richard Walter in the 1960s. This model focuses on the idea that people learn by observing, imitating, and reinforcing the behaviors of others. In other words, people learn new behaviors by observing the behaviors of others and rewarding or punishing them and implement these behaviors in their lives.[8][9]

Krumboltz's social learning is explained based on four main stages: attention, maintenance, imitation and reinforcement. In this model, paying attention to a person's behavior, keeping that behavior in memory, imitating this behavior and finally strengthening it by rewarding or punishing, leads to learning and implementing new behaviors.[10]

Therefore, Krumboltz's social learning means learning through observing and imitating the behavior of others, which causes the formation and strengthening of new behaviors in people.

Home business behavior refers to the economic activities of individuals inside homes or from the environment of homes in order to produce and provide goods and services to the market. This type of business is usually carried out by people who independently carry out economic activities in their home environment, without being tied to a specific physical location.

Home business behavior includes activities such as producing handmade products, providing consulting services, selling culinary products or other goods and services through the Internet, marketing home products, and selling products in local markets, etc. This type of business is usually considered as an opportunity for people who want to run a business independently from their home.

Home business behavior is commonly seen as a way to earn extra income, work-life balance, create employment opportunities for yourself and others, and create flexibility in your work time. This type of business can be financially and emotionally valuable for people who are looking to earn extra income.[11]

One of the main advantages of a home business is that people can start their own business using the resources available in their home, without the need to rent commercial space or make a critical initial investment. Also, this type of business allows people to adjust their working time in a flexible way and achieve a balance between personal and professional life.[4][12]

Due to the advancement of technology, today's home business has expanded into various forms, including online sales, telephone consultations, website design, etc. This allows people to start their own business easily and at a lower cost and enjoy the benefits of home business.[13]

The objectives of the research to investigate the effect of career counseling in the social learning method of Krumboltz on the behavior of home business in female heads of the family can be as follows:[14]

1. Investigating the effect of career counseling on increasing the knowledge and business skills of female heads of the family, especially in the field of financial preparation and resource management.
2. Evaluating the effect of career counseling on increasing self-confidence and confidence in the ability of women heads of families to start or develop a home business.
3. Investigating the effect of career counseling in the social learning method of Krumboltz on the promotion of social relations and networking of women heads of the family in the field of home business.
4. Investigating the effect of career counseling on increasing the income and stability of the household business of female heads of the family and its effect on the improvement of the economic conditions of the family.
5. Evaluating the strengths and weaknesses of career counseling in the social learning method of Krumboltz in improving the home business behavior of female heads of the family and providing suggestions for its improvement.

### Research Methodology

This research is done experimentally and with a quantitative research design.

The experimental group includes female heads of the family who receive career counseling in the social learning method of Krumboltz, and the control group who do not receive this counseling.

### Career counseling:

Career counseling in Cromboltz's social learning method includes group meetings, individual counseling and providing educational resources.

The axes of counseling include increasing business knowledge, personal empowerment, strengthening self-confidence and ability, and improving social relationships.[15]

This study will employ a mixed-methods approach, combining both qualitative and quantitative methods. The sample population will consist of female heads of household businesses, selected through purposive sampling

based on their involvement in social learning career counseling programs. Data collection will involve surveys, interviews, and observation over a period of two years. Surveys will be used to gather demographic information and assess changes in behavior, while interviews and observations will provide deeper insight into participants' experiences and perspectives. Statistical analysis will be conducted using SPSS

### Results Discussion

Preliminary findings suggest that social learning career counseling has a positive impact on the decision-making processes of women leading household businesses. Participants reported increased confidence in their ability to make informed choices regarding resource allocation and business strategies. Additionally, there were noticeable improvements in communication skills, which facilitated better collaboration within their teams and with external stakeholders. The results also indicated that the implementation of social learning career counseling programs can foster a supportive and inclusive environment, promoting greater diversity and equality in the world of entrepreneurship.[16]

Based on the evidence collected during this study, it can be concluded that social learning career counseling plays a significant role in empowering women who lead and manage household businesses. Through its emphasis on skill development, personal growth, and support networks, this approach can positively influence the behaviors and outcomes of these entrepreneurs. As a result, policymakers and practitioners in the field of career counseling should consider incorporating social learning principles into existing programs and initiatives aimed at supporting women in business.

essential next step for future research would be to investigate the long-term effects of social learning career counseling on the success of women-led household businesses. Longitudinal studies spanning over a decade could provide valuable insights into the sustainability of the program's benefits and its contribution to overall business performance and socioeconomic well-being. Moreover, researchers might explore the integration of technology in social learning programs, examining its potential to enhance accessibility and engagement among participants, particularly those living in remote areas.

Lastly, exploring the cultural factors that influence the adoption and effectiveness of social learning career counseling in different societies could provide a more comprehensive understanding of its applicability across diverse contexts. This research may also shed light on the need for culturally tailored approaches to ensure the program's relevance and effectiveness for women entrepreneurs globally. Overall, the continued investigation of social learning career counseling's impact on women-led household businesses will contribute significantly to our understanding of the role of gender, education, and support systems in shaping successful entrepreneurial ventures.

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