Role of Perceived Social Persuasion in Anticipated Multiple Role Balance: A Case of Sri Lankan Young Males and Females

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Abstract

Multiple role balance has been identified as a hot topic, since its' importance in individuals' well-being, life satisfaction, mental health and overall harmony in the life. Even though, many researchers have studied multiple role balance aspects of currently active workforce, comparatively very limited evidences are available to understand emerging adults' future role balance preferences. Especially, studies on South Asian emerging adults' future work and family planning were rarely found. Since the social pressure on individual's decision is higher in South Asian societies, this study examines the role of perceived social persuasion on anticipated multiple role balance in emerging adults in Sri Lanka and how it varies across gender. Data were collected from a questionnaire survey with a sample of 725 university undergraduates in a major state university. Structural Equation Modelling with multi-group analysis was employed for investigating the relationships among constructs. The findings indicate that there is a positive and significant effect of perceived social pressure on anticipated multiple roles balance both directly and indirectly through multiple role balance self-efficacy and positive outcome expectations. Further, the results reveal that the effect of perceived social persuasion on self-efficacy and anticipated multiple balance is statistically different across the gender. This study contributed to the existing literature by applying SCCT' self-management model in multiple role planning for the first time in Sri Lanka and voiding the gap of investigating sources of self-efficacy and outcome expectations.

Keywords: perceived social pressure, anticipated multiple role balance, emerging adults, Sri Lanka

1. Introduction

In the field of vocational and organizational psychology, multiple role balance has been identified as a hot topic, since its' importance in individuals' well-being, life satisfaction, mental health and overall harmony in the life (Clark, 2000; Rantanen, Kinnunen, Mauno, & Tillemann, 2011; Haar, Russo, Suñe, & Ollier-Malaterre, 2014). Even though, many researchers have studied multiple role balance aspects of currently active workforce, comparatively very limited knowledge is available to understand emerging adults' future

role balance preferences. However, many scholars (Cinamon, 2010; Roche, Daskalova, & Brown, 2017) have also mentioned the importance of studying emerging adults' intension of role combination and their plans to balance multiple roles. As mentioned by Arnett (2004), emerging adults, (age between 18-25) enhance their abilities in managing their time, money and exploration of own identities in career, marriage, finance, parenting and other role responsibilities. Relatedly, both young men and women are anticipating participation in both career and family unlike their earlier generations (Lopez, McDermott, & Fons-Scheyd, 2014; Peake & Harris, 2002). On the other hand, some research has shown that both gender in young age often fail to plan future role balance practically and some other have mentioned about normative controls that could affect on peoples' role balance intention (Stevens, Puchtell, Ryu, & Mortimer, 1992).

Importantly, most of the studies regarding young adults' future multiple role balance are mainly based on USA and few on other western countries. It is rarely found such studies carried out in South Asian region specially Sri Lanka. In this article, we deal with a case in Sri Lanka. With the declining fertility rate and increasing life expectancy, Sri Lanka is facing a huge problem of rapidly aging population and one quarter of the island's population would be elderly in 2041 (Kaluthantiri, 2015; Samaraweera & Maduwage, 2016). Population aging will automatically result a decreasing labour force growth and increasing old age dependency ratio (Vodopivec, Gunatlilaka, & Mayer, 2010). Therefore, Sri Lankan women have to increase their share in the labour force in order to offset the shrinking labour force in future. As stated by Pignatti (2016), increasing female labour force participation is essential for sustainable economic growth especially in economies with highly educated women and aging populations. According to the University Grants Commission (2014), female accounted for 60% of the total university enrolment for undergraduate studies in Sri Lanka. With the increasing number of dual earner couples both gender have to engage with multiple roles as employee, parent, spouse, caregiver and so on. Therefore, the challenge of adequately balancing multiple roles would become one of central concern for individuals, with the growing number of families where both partners work. So, it is beneficial to have a planful approach to balance life roles in future for minimizing conflicts that would occur due to incompatible demands among roles since emerging adulthood (Peake & Harris, 2002). Furthermore, the societal discouragements and encouragements towards the role combination and balance preferences also have been considered important to study (Coyle, Van Leer, Schroeder, & Fulcher, 2015; Stevens et al., 1992) especially in societies with modern elements wrapped in traditional attitudes like Sri Lanka.

Therefore, the current study focuses on studying how the emerging adults in Sri Lanka plan to manage their multiple roles in future and the role of social persuasion on their intension. For the above purpose, Social cognitive career theory's (SCCT) self-management model (Lent & Brown, 2013)offers a good theoretical framework to investigate how young adults are planning their future life roles (Roche et al., 2017).

2. Theoretical background
2.1 Social Cognitive Model of Career Self-management

The social cognitive model of career self-management (CSM) is an expansion of social cognitive career theory (SCCT) which mainly focuses on content aspect of career development or types of fields which people wish to practice (Lent & Brown, 2013). But the later model, CSM model was developed by focusing on process aspects of career behaviour to explain how people direct their own educational and career development (e.g., job searching, multiple role planning, identity management, making career choices(Ireland & Lent, 2018). Personal inputs and contextual supports & barriers influence the learning experiences which are the experiential sources of self-efficacy and outcome expectations. According to the Lent, Ireland, Penn, Morris, and Sappington (2017), these learning experiences maybe represented the same key variables in Bandura's Self-Efficacy Theory; personal mastery experiences ,verbal persuasion, vicarious learning and physiological and affective states and reactions.

Even though, above four variables have been considered as main sources of self-efficacy in Bandura's Self-Efficacy Theory, according to Social Cognitive Career Theory those learning experiences variables predicts

both self-efficacy beliefs and outcome expectations (directly and via self-efficacy). However, there have been a vacuum in the past literature on the expressive role of the learning experiences in the CSM model(Lent et al., 2017; Roche et al., 2017) especially regarding the multiple role planning behaviour.

Roche et al., (2017) have tested the SCCT self-management model in US undergraduates anticipated multiple role management and examined the role of gender and conscientiousness as personal input in the CSM model. Thereafter, CSM model has been applied to US working men's multiple role management for studying the role of career traditionality and conformity of masculine norms as contextual variables by Kim, Fouad, and Lee, (2018). The current study tries to apply SCCT self-management model for Sri Lankan emerging adults to examine how social persuasion (as a learning experience) relates to self-efficacy beliefs, outcome expectations and intention to balance multiple roles.

2.2 Anticipated Multiple Role Balance

According to Sirgy and Lee (2017), "multiple role balance" is a integration of high level of role engagement and minimal conflicts between work related roles and other social roles in non-work life. Most of the research on multiple role balance have focused on work life conflict and work life enrichment (Kulik, Shilo-Levin, & Liberman, 2015; Sirgy & Lee, 2017) and very little research has been found on young people's expectations and possible determinants of balancing multiple roles.

Not like earlier generations, today there is no clear demarcation of labor in the family and work domains and women not any more solely dedicate their lives for childcare and household works while men exclusively responsible for earning money for the family (Peake & Harris, 2002). Contemporary young men and women both are believing the importance of engaging multiple roles without interrupting each role responsibilities (Kerpelman & Schvaneveldt, 1999; Lopez et al., 2014; Peake & Harris, 2002). In addition, they already have an idea regarding the challenges that they will have to balance their work and non-work lives in future (Weer, Greenhaus, Colakoglu, & Foley, 2006).

Furthermore, most research on the realm of "multiple role balance" has studied only about few life roles such as spouse, parent and employee roles and neglected other additional roles such as friend, elderly caregiver, volunteer, social worker. Therefore, an examination of emerging adults' expectations and possible determinants of multiple roles balance intention would expand the existing knowledge on how they develop their directions towards the balanced future life (Friedman & Weissbrod, 2005). In Sri Lankan context, there are no any evidences on emerging adults' multiple role balance intension.

2.3 Multiple Role Balance Self Efficacy and Outcome Expectations

Lent and Brown (2013) have explained self -efficacy as one's beliefs about their own personal capabilities to perform particular behaviour or action. Further, they have mentioned that, the self- efficacy discussed in career self- management model is "process efficacy "rather than "content or task specific self-efficacy" in SCCT model. However, Basuil and Casper, 2012)have defined the "work life balance self-efficacy" as perceived competence to balance work and family roles at the same time with minimum level of role conflict. There are many evidences in academic literature that prove high level of work life balance self-efficacy results higher enrolment in both work and nonwork related roles (Cinamon, 2006) and lower level of work-family conflict (Erdwins, Buffardi, Casper, & O'Brien, 2001). In the case of emerging adult, strong work life balance self-efficacy beliefs would help them to be more aware of combining work and nonwork roles in future and direct them to be more proactive to prevent future work family conflicts (Basuil & Casper, 2012). Anyway, many studies (Cinamon, 2006; Mason, 2015; Roche et al., 2017) have proved that there is a significant contribution of work life balance self-efficacy to have a balanced work and family life.

According to Lent et al.,(2017), outcome expectations has been defined as the anticipated positive or negative consequences (social, material or self-evaluative) of involving adaptive behaviours (balancing multiple life roles in this study). According to social cognitive theory, people are more likely to engage in particular behaviour when they believe that they have enough capabilities to perform that task and when it creates desired outcomes(Lent & Brown, 2013). Further they have explained, when someone believes a particular behaviour only yields neutral or negative results the chances to give up or put less effort to make it successful, would be high. But, there are no evidences in the literature, about the relationship of both positive and negative outcome expectations (as two different variables) with anticipated multiple role balance intention.

As hypothesized in SCCT career self-management model, both self-efficacy and outcome expectations promote intention (goal) and actual behaviour (actions) directly. Other than that, outcome expectations mediate the relationship between self-efficacy and intention. Roche et al., (2017) has mentioned in her study that outcome expectations for managing multiple roles and self-efficacy for multiple role management are moderately and positively related. Further, the relationship among outcome expectation and intension to manage multiple roles was found smaller than the relationship among self-efficacy and intension in there.

2.4 Perceived Social Persuasion

As mentioned earlier, there is huge gap in the literature on the role of sources of self-efficacy and outcome expectations in vocational behaviour research (Lent et al., 2017; Schaub & Tokar, 2005). When considering the few studies which have examined about it, most importantly, verbal persuasion has been identified as the strongest source for self-efficacy beliefs among who have the moderate level self-efficacy (Warner, Schüz, Knittle, Ziegelmann, & Wurm, 2011) like emerging adults who haven't fully developed attitudes (Hendry & Kloep, 2010). As mentioned in Bandura's Self efficacy theory, when people receive realistic encouragement on performing a task, they are more likely to do it properly. On the other hand, when people get negative feedback and discouragement on particular behaviour, they might easily give up.

Similarly, in the theory of planned behaviour (TPB) by Ajzen (1991), there are three conceptually independent determinants to a person's intension to perform a behaviour such as attitudes, persevered social pressure (subjective norms) and perceived behavioural control. It refers to how individuals perceive the pressures of the beliefs of other people who are important to them (family, friends, colleagues and others) that he or she should perform or refrain the behaviour.

For the current study, the term "perceived social persuasion" (PSP) has been defined as individuals' perception on the encouragement and discouragement coming from family, friends, colleagues and others who are important to them regarding engaging and balancing multiple roles in future.

3. The Current Study

Figure 1 shows the model that we are going to test in the current study. There are several special features of this study comparing to the previous studies in vocational behaviour literature. Firstly, this study investigates the role of perceived social persuasion (PSP) on anticipated multiple role balance intention (AMRBI) in young males and females as the source of multiple balance self-efficacy (SE) and outcome expectations (OE) for the first time. Secondly, outcome expectations examine in more detail manner as POE and NOE. More specifically, we try to explore the possibility of having an additional direct effect from PSP to AMRBI. It is a deviant feature in the hypothesised model compared to SCCT model. Consistent with SCCT model we hypotheses that the relationship between PSP and AMRBI mediates by SE, POE and NOE. Finally, we test whether the role of PSP and relationships among SE, POE, NOE & AMRBI are same or not across male and female emerging adults in Sri Lanka. **[Insert Figure 1]**

4. Method

4.1 Participants and Procedure

Data were collected through a self-administered, cross- sectional questionnaire survey at University of Sri Jayewardenepura, which is located at the capital of the island. It was purposively selected for the study as it is one of the major state and multidisciplinary universities (student population over 12,000) due to its track record in producing a significant fragment of the skilled work force in Sri Lanka. 900 unmarried students were randomly selected from three major faculties of the university; Management, Applied Sciences and Arts to distribute the questionnaires since these three faculties hold most of the students over seven faculties in the university. Participants completed the questionnaires individually and anonymously during their lecture breaks. Before the questionnaire distribution, the purpose of the study was explained. It has taken approximately 15-20 minutes to complete a one survey questionnaire. After removing participants with incomplete questionnaire, the final analysis included 725 participants. Therefore, the overall respondent rate was 80.5%. For the remaining data, mode imputation was employed since the missing data percentage was < 5% (1.8% in the present study). The survey was conducted during the period of March 12th -23rd, 2017.

The mean age of the participants was 22.3 years (ranging from 18 to 26, SD =1.35) and the majority was made up by females (68.3%). Participants were spanned all four undergraduates' years roughly in similar amounts. Most participants (87.7 %) indicated that they would commit to marry or build a long-term relationship with an opposite sex in future. The mean age of planned time of getting married is 29.3 years. Of participants in committed relationship, the majority (85.6%) anticipate to be a parent in future at the mean age of 32.4 years and the mean desired number of children is 2.

4.2 Measurements

Demographic Characteristics: Participants responded for the demographic information items about gender (female /male), current academic year (1st year, 2nd year, 3rd year, 4th year), age, faculty, receiving a scholarship (yes/no) and employment status (employed/ part time/permanent/own business).

Other than above demographic information, participants were asked about their plan to get marry or form a long-term partnership with another person in future (yes/no/sometimes)", their anticipated age of getting married (open ended), plan to become a parent (yes/no/sometimes), planned age of becoming a parent for the first-time (open ended) and expected number of children (open ended).

Multiple role balance self-efficacy: Nineteen items were developed to measure multiple role balance self-efficacy based on the scales constructed by (Fouad, Singh, Cappaert, Chang, & Wan, 2016) and (Kirby, 2014), with slight modifications. In this survey, respondents were asked to indicate their confident level for each task (items of the scale) at a five-point Likert scale ranging from 1: no confident to 5: very much confident.

Multiple role balance outcome expectations: Sixteen item scale was written to measure both positive and negative multiple role outcome expectations based on past literature (Fouad & Guillen, 2006; Kirby, 2014; Lent & Brown, 2006) by applying some modifications. Respondents were asked to indicate how likely they thought that given outcomes (items of the scale) would occur when they are going to manage multiple role in future. Likelihood was measured at a five-point Likert scale ranging from1: not at all likely to 5: very likely. Besides that, factor analysis suggested two underlying factors as positive outcome expectations (POE); 4 items and Negative outcome expectations(NOE); 4 items for OE for multiple role balance. Therefore, two separate scales were created since intercorrelation between POE and NOE was very low (r^2= -.150).

Anticipated multiple role balance intentions: Twenty items were created based on the future tense version of multiple role planning scale (Weitzman & Fitzgerald, 1996) to meet the need of the present study. Respondents were asked to consider the level of intension to perform different adaptive behaviours. Items were answered at the five-point Likert scale ranging from 1: never do this to 5: strongly anticipate doing this.

Perceived social persuasion: To measure perceived social influence/pressure we developed ten times scale based on the items used in past literature for measuring verbal persuasion (Anderson & Betz, 2001; Lent et al., 2017) and subjective norms (Al-Swidi, Mohammed Rafiul Huque, Haroon Hafeez, & Noor Mohd Shariff, 2014). Participants were asked to indicate the extent of their agreement or disagreement with the statements at the five-point Likert scale from 1: strongly disagree to 5: strongly disagree.

5. Data analyses

Structural equation modelling (SEM) with maximum likelihood estimation was performed using AMOS Ver. 24 to evaluate the validity of the measurement model and estimate the complete structural model. As the assumption of multivariate normality was not violated we used the maximum likelihood estimation (Bryant & Satorra, 2012; Işık, Ulubey, & Kozan, 2018). The data analysis procedure followed mainly three stages. At first, pooled confirmatory factor analysis (pCFA) was employed to assess the unidimensionality, validity and reliability of the measurement model.

The unidimensionality is ensured when the measuring items have acceptable standardized factor loadings for each latent construct. As the rule of thumb, the standardised factor loadings should be 0.5 or higher and statistically significant for adequate unidimensionality (Dang, Li, Nuberg, & Bruwer, 2014).

Three types of validity; convergent validity, construct validity and discriminant validity were tested for each measurement model. Convergent validity is achieved when all the items in the measurement model are statistically significant and average variance extracted (AVE) for each latent construct is 0.5 or higher (Fornell & Larcker, 1981; Hair, Black, Babin, & Anderson, 2010). Construct validity can be achieved when the Goodness-of fit indices (GOF) for the measurement model accomplished the required levels (see Table 1). GOF indices have categorised in to three as absolute fit, incremental fit, and parsimonious fit. The rule of thumb is to use at least one index from each category of model fit for assessing construct validity (Hair et al., 2010). At last, the discriminant validity could be achieved when the square root of the AVE for each latent construct is higher than the correlations between that particular construct and other respective constructs as well as when the measurement model is free from redundant items (correlation between exogenous constructs is less than 0.85). **[Insert Table 1]**

The reliability for the measurement model estimated through composite reliability (CR) and internal reliability (by Cronbach's alpha). CR at 0.6 or higher suggests good reliability (Bagozzi & Yi, 1988; Hair et al., 2010). Consequently, Cronbach's alpha was performed to verify the internal consistency of the measurement items. According to Nunnally and Bernstein (1994), a Cronbach's alpha value of 0.70 or above is considered as reliable and acceptable. Cronbach's alpha values were calculated using the IBM SPSS Ver. 22 while CR, AVE and square root of AVE were calculated manually.

After the measurement model was validated and confirmed, the second step was to estimate the structural model representing the hypothesised relationships among exogenous and endogenous variables. We used the criteria similar to measurement model (see Table 1) in order to measure the goodness-of-fit for the structural model. Following that, standardised direct and indirect path coefficients were evaluated with bootstrap analysis using 2000 bootstrap sample and 90% confident interval (CI) to determine the significance of the indirect effects (Bryant & Satorra, 2012).

As the third step multigroup SEM analysis was conducted to identify the differences of hypothesized relationships among variables along male and female emerging adults. Here, five models were created by

using the validated structural model in order to meet the requirements of the multigroup SEM analysis. First one was the unconstrained model where all parameters were to be estimated for both gender. Then other four models Model A; PSP→SE path constrained for both groups, Model B; PSP→AMRBI path controlled for both gender, Model C; PSP→ NOE constrained for both gender and Model D; PSP→ POE path controlled for both groups were compared against the constrained model. If the chi-square difference between constrained models and unconstrained model is significant the constrained path of the relevant model is statistically different across the gender(Preacher, Rucker, & Hayes, 2007).

6. Results

6.1 Measurement model results

As shown in the Table 1, all the standardised factor loadings are higher than 0.5 (majority of them exceed 0.6) and statistically significant (p<0.001). Therefore, unidimentisionality is achieved for the current measurement model. [**Insert Table 2 here**]

The AVE values for some constructs (negative outcome expectations, perceived social pressure, self-efficacy for multiple role balance, anticipated multiple role balance intension) are at marginal level (see Table 2). However, all the latent construct except negative outcome expectation surpass the cut-off level of 0.5, when AVE values rounded up to first decimal point. Despite this low AVE for negative outcome expectations, all the factor loadings are statistically significant, suggesting the satisfactory level of convergent validity. Additionally, the square root of the AVE values of most of the latent constructs (except anticipated multiple role balance intention and self-efficacy) are higher than the inter factor correlations as shown in Table 3. But our measurement model is free from redundant items and correlation between all the exogenous variables are less than 0.85. Therefore, the discriminant validity also established. Most importantly, the goodness-of-fit indices for our measurement model confirm an acceptable fit of the data ($\chi2/df=2.427$, RMSEA=0.044 [90% CI=0.041–0.048], CFI=0.938). [**Insert Table 2 here**]

The CR values for the latent constructs in our measurement model ranging from 0.741-0.900 (see Table 2). This indicates that our model meets the requirements for construct reliability. Internal reliability is also at satisfactory level. As shown in Table 2 all the estimated Cronbach' alpha values for the latent constructs are equal or higher than 0.740.

In terms of intercorrelations among study variables of the study, perceived social persuasion shows significant moderate and positive relationships with anticipated multiple role balance intension, positive outcome expectations and multiple role balance self-efficacy (see Table 3). But the relationship between PSP and NOE is statistically insignificant ($r^2= 0.001$). AMRBI shows significant positive correlations with POE and SE while negatively correlates with NOE ($r^2=0.187$). Further, NOE negatively but significantly correlates with POE ($p<.01$) and SE ($p<0.001$). Finally, the correlation between POE and SE is a positive and moderate at the significant level of 0.001.

6.2 Structural model results

Our proposed structural model produces a good fit with the data when compared with the threshold levels suggested in the SEM literature as explained under data analysis ($\chi2 = 2.388$, df =1, $p =0.122$, $\chi2/df=2.388$, RMSEA=0.044 [90% CI=0.000–0.086], CFI=0.999). According to the SEM estimates (see Table 4), perceived social persuasion has positive and significant direct effect on multiple role self-efficacy, positive outcome expectation, negative outcome expectations ($p <0.001$) and anticipated multiple role balance ($p <0.05$). Similarity, the results indicated that multiple role self-efficacy has positive significant impact on anticipated multiple role balance intention and positive outcome expectations, although the path from self-efficacy beliefs to negative outcome expectations is negative ($p<.001$). Even though the path from positive

outcome expectation to anticipated multiple role balance intention is positive and significant, impact of negative outcome expectations to anticipated multiple role balance intention is statistically non-significant. [**Insert Table 4**]

Further, as shown in Table 4, all the indirect paths are significant at the level of 0.001, indicating that significant partial mediations among all the study variables except NOE, since the direct effect of NOE on AMRBI is statistically non-significant. Therefore, we created a trimmed model that path from NOE to AMRBI is constrained to 0. The trimmed model results the same level of model fit to the data (χ^2 = 4.5, df =2, p =0.105, $\chi2$/df=2.25, RMSEA=0.044 [90% CI=0.000–0.119], CFI=0.999) and the χ^2 difference between trimmed model and proposed model is not significant ($\Delta\chi^2$ =2.112, p=0.146). So, our proposed model is retained since there is no difference between those two models.

6.3 Multiple group SEM analysis

According to the Table 5, chi-square difference for Model A is statistically significant at 0.001 level and, chi- square difference for Model B also statistically significant at 0.05 level. Therefore, the path from PSP to SE and PSP to AMRBI is statistically different across the male and female groups. These findings suggest that the perceived social persuasion affect differently on self-efficacy and anticipated multiple role balance intention in Sri Lankan young males and females. Further, the effect of perceived social persuasion on multiple role balance self-efficacy is higher in emerging male adults (β= .687) than females (β=.501). Additionally, the direct effect of PSP on AMRBI is non-significant in males, but in females it is statistically significant at .001 level (β=.167). Thus, the relationship between PSP and AMRBI is fully mediated by SE and POE in males. In females it is partially mediated by SE, POE and NOE. [**Insert Table 5**]

The difference in path coefficients between males and females are shown in Figure 2 and 3 respectively. [**Insert Figure 2 and 3**]

7. Discussion

The main purpose of this study was to examine the role of perceived social persuasion on anticipated multiple role balance intention in emerging adults in Sri Lanka and study how it vary across the gender. Further, we observed the direct and indirect relationships among study variables. For the first time, this study used the Social cognitive career theory's (SCCT) self-management model in Sri Lankan context for analysing the anticipated multiple role balance intention. Most importantly, the current study contributes to the existing CMS literature by filling the gap on sources of self- efficacy and outcome expectation by studying the role of PSP in emerging adults. Additionally, the current study is included both positive and negative outcome expectations individually as the predictors of adaptive behaviour which is rarely found in CSM literature.

The results obtained in SEM analysis, indicated that a) perceived social persuasion has positive and significant relationships with anticipated multiple role balance intention both directly and indirectly through multiple balance SE and multiple balance POE, b) PSP affect differently on multiple balance SE and AMRBI across the gender, c) the hypothesized relationships were all significant except NOE → AMRBI for the full sample, and d) PSP and other two cognitive variables predicted a significant amount of variance in emerging adults' AMRBI.

The most important finding of this study is the influence of perceived social persuasion on emerging adults, especially in society like Sri Lanka where traditional attitudes regarding gender roles persists meanwhile modern elements such as feminism and social equality are blooming among youth. As the results indicated, Sri Lankan emerging adults show a sensitivity to pressure coming from the people who important to them. According to Arnett (2000), emerging adulthood is a transitional development phase where individuals try

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to explore their personal and career aspirations and plan their future life. Even though emerging adults reflect more independency rather than adolescents, Arnett (2004), mentioned that the influence of parents and other important people is still higher in their career and life decisions. This finding is more applicable to south Asian region, especially Sri Lanka, where value for collectivism and the bond between parent- child, siblings, colleges are comparatively high (Kaluliyanage, 2017). Even though, not in the work family balance research realm, many studies (Brouwer et al., 2009; McCoy, Dimler, Samuels, & Natsuaki, 2017; Yean, Johari, & Sukery, 2015) have mentioned that people normally behave as the recommended way by their close ones.

Further, Lent et al.(2017), have verified that learning experiences including verbal persuasion as predictors of the individuals' self-efficacy beliefs and outcome expectations in their study. Based on above theoretical findings, it is possible to have a positive effect of perceived social persuasion on emerging adults' multiple role self-efficacy and multiple role balance outcome expectations. More specifically, PSP also plays a direct influential role on emerging adults' multiple role balance intention for the total sample. This finding go in line with the Ajzen's Theory of Planned behaviour (Ajzen, 1991) which has been identified perceived social pressure as a key determinant of behavioural intention.

Although the path NOE to AMRBI was not significant, all other paths were significant as we expected for the total sample. Consistent with the SCCT model SE and POE mediate the relationship between PSP and AMRBI. The effect of anticipate negative outcomes doesn't affect on emerging adults' intention to balance multiple life roles in future. Anyway, it is rarely found empirical finding on role of NOE, even Lent and Brown (2013) included NOE to the SCCT's self-management model. But after many years, Lent et al. (2017) declared that SE and POE are the main predictors of career related behavioural goals. However, going in line with the past studies, (Kim et al., 2018; Kirby, 2014; Mason, 2015; Roche et al., 2017) specially in work life balance realm, this study also confirmed the relationship between social cognitive variables (SE and POE) and multiple role balance intention outside the western culture, especially in South Asian region, Sri Lanka. Therefore, this study offers a great support for the validity of applying social cognitive model of CSM in multiple role planning.

The most interesting finding of this study is the variation of hypothesised model across the gender. At the path level, PSP to SE and PSP to AMRBI is statistically different across the male and female groups. Results suggested that, the positive effect of PSP on SE is stronger for males than females. It means, young males' perceived ability would easily affect to the pressure come from outside than young females. That could be because males are more socialised than females therefore, highly susceptible to pressure coming from outside(McCoy et al., 2017). But there is no direct relationship between PSP and their future multiple role balance intention. Young males' multiple role balance intention would become stronger only if their perceived capability and anticipated positive outcome raise due to encouragement coming from outside people. In contrast there is a positive significant direct relationship between PSP and AMRBI in females and it is also partially mediated by SE, POE and NOE (since the path NOE → AMRBI is significant in females). According to Evans, Carney, and Wilkinson (2013) & Roche et al. (2017) men are largely socialised and more susceptible to societal expectations like men should be the financial provider in the family rather than sharing other life roles while females are socially forced to handle several life roles at once. Therefore, it is possible to have a direct effect of social pressure on intention to balance multiple in females but not in males as results suggest. Same as many South Asian countries, in Sri Lanka there is a cultural demand on women for handling many family responsibilities including many household duties, child care, care for elderly and hospitality for relatives, neighbours etc. under extended family relation which is very common characteristic of south Asian region (Malhotra & Mather, 1997; Watt et al., 2014). Therefore, the social pressure for handling many life roles is higher for women in Sri Lanka and meanwhile it affects on their future career and family role planning. At the same time not like young males, when young females anticipate negative outcomes of balancing multiple roles it negatively affects their multiple role balance intention. That because, when men have negative outcome expectations regarding multiple role balancing they would be able to

neglect these feelings since there are no any social obligations to handle multiple roles. But women can't do it since they are culturally moulded to be multi roles handler in future.

The results of the current study have some important implications for career and family counsellors who deal with the young men and women who are about to start a career and family life. As the results suggested the role of social pressure on individuals' cognitive feelings and career-family planning, as well as the difference across the males and females is very important to understand how people around young people (especially family, peers, relatives & teachers) affect on their career and life decisions. Other than that, findings would be very helpful for raising the policy makers awareness to make family friendly and gender equal policies in the country, where's the huge vacuum for such state welfare regime and work family balance policies persists.

8. Limitations and Future Directions

This study limited its generalizability in several ways. First, data were collected only in a one national university located in the capital city of Sri Lanka. In order to increase the generalisability of the study findings, it is better to collect data from several other national as well as private universities located in different areas (both urban/rural) and from different disciplines. Secondly, this study includes only unmarried emerging adults (age between 18-26) who are still studying. So, it is important to conduct future studies among early career/mid-career males and females to identify the difference among their future planning and its' determinants. Thirdly, this study covers only the Sri Lankan emerging adults, Thus, it's beneficial to research on other Asian country, especially developed Asian country like Japan which shares some cultural similarities such as male dominance and conventional gender ideologies. Other than limited generalizability, this study didn't cover the personal factors and contextual factors as the sources of leaning experience in the SCCT' self -career model. So, future research should cover these variables as well. Further, remaining learning experiences types such as preponderance of personal success, access to relevant role models and low level of negative emotions should be study in deep to get a clear image about the role of learning experience in SCCT' self-management model.

Finally, it is better to conduct a longitudinal research study rather than cross sectional study like here, to identify the change of intention of balancing multiple roles and role of its determinants with the time.
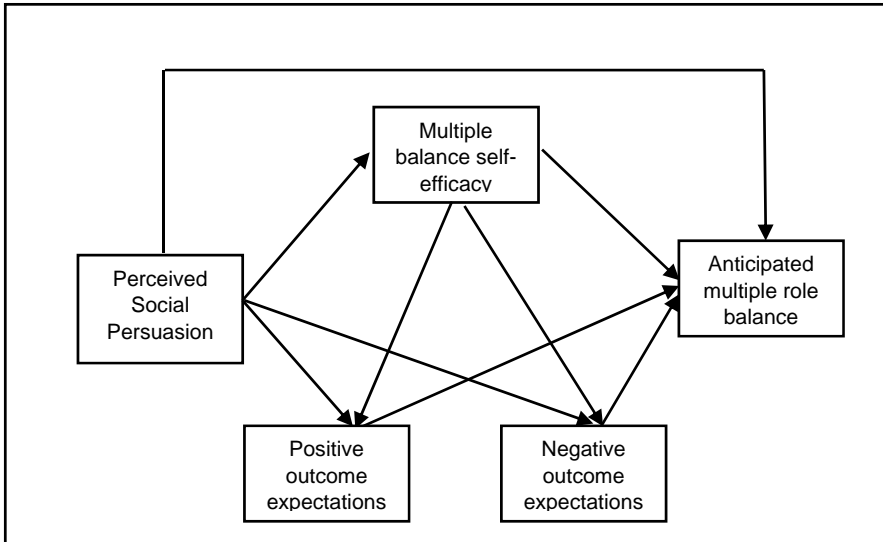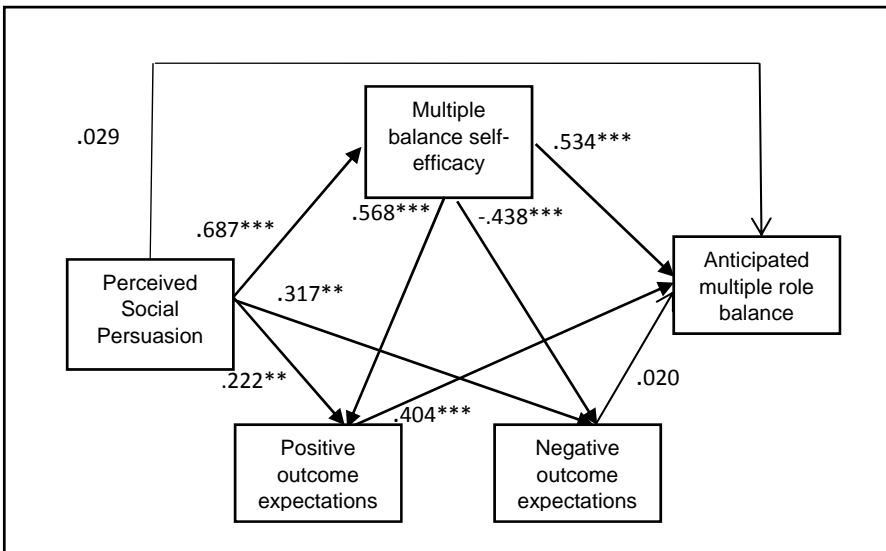
Figure 1. Model tested in the current study

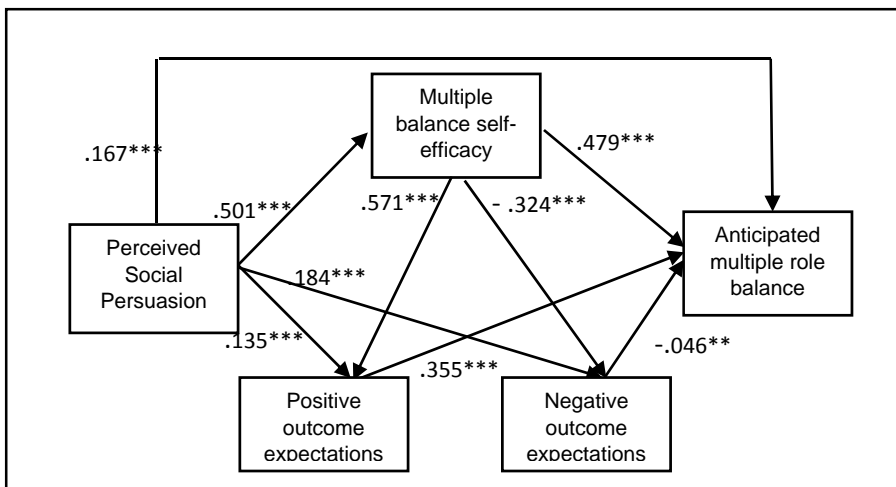Figure 2. Model tested for males **Note:** * *p*< 0.05 level ***p*< 0.001 level

Figure 3. Model tested for females **Note:** * *p*< 0.05 level ***p*< 0.001 level

Table 1. Goodness-of fit indices (GOF) and level of acceptance

Name of Category	Name of Index	Index full name	Level of acceptance	Literature
Absolute fit	Chisq	Discrepancy chi square	>0.05	(Wheaton, Muthen, Alwin, & Summers, 1977)
	RMSEA	Root Mean Square Error of Approximation	<0.05	(Hu & Bentler, 1999)
Incremental fit	CFI	Comparative Fit Index	>=0.9	(Bentler, 2010)
Parsimonious fit	Chisq/df	Chi square/degree of freedom	<3	(Hair et al., 2010)

Table 2. Construct validity and reliability of the measurement model

Items as in the questionnaire	λ	α	CR	AVE
Perceived Social Pressure		**.807**	0.811	0.462
My parents think that I should become a career person as well as a wife/husband, parent and a social creature	0.605*			
People who are important to me always appreciate people who are handling multiple roles in their lives	0.685*			
People whose advices and opinions I admire always, prefer not to success in one life role but in several roles	0.66*			
People who are close to my family have positive thoughts about the results of handling multiple roles	0.71*			
My teachers, lectures who are very close to me want me to be success in my career as well as family life	0.732*			
Self-Efficacy for multiple role balance		**.839**	0.842	0.471
Spend time with your family effectively after a long day at work	0.653*			
Initiate a conversation with the spouse when I am upset with him/her	0.650*			
Enjoy time at home with family, even though I have work to do	0.719*			
Find time to be with my parents and attend to their requirements	0.705*			
Devote time each week for personal relaxation or leisure activities.	0.629*			
Be nurturing and available to my children when they need me.	0.755*			
Positive Outcome expectations		**.796**	0.799	0.502
I would be successful at my job	0.785*			
I would able to gain recognition from others	0.742*			
I would make use of my abilities	0.695*			
I would feel proud of my efforts	0.597*			
Negative Outcome expectations		**.740**	0.741	0.418
I may feel overloaded	0.584*			
I may have low self-esteem	0.712*			
I would have feelings of guilt one day since I missed many valuable moments	0.639*			
I would feel as I am a looser, since I might miss personal pleasure	0.646*			
Anticipated multiple role balance intentions		**.900**	0.900	0.475
I will manage many life roles in future and do it well	0.745*			
I intend to come out with some flexible plans to managing multiple roles.	0.773*			
Talk to friends and family about strategies for how to balance multiple life roles.	0.656*			
When balancing multiple roles in life, I should consider several different strategies	0.672*			
I intend to discuss with spouse about combining career and family	0.744*			
It is important to listen to spouse' ideas about the best ways	0.739*			
I would develop a clear image of what I want to achieve in each life role	0.645*			
I will try to understand my own values around each role	0.638*			
I intend to set priorities in both work and non-work roles to minimize stress	0.633*			
I plan to select many options of managing multiple roles' responsibilities	0.625*			

Note: λ =Factor loadings, α = Cronbach alpha, **CR**= Composite Reliability, **AVE**= Average Variance Extracted, * $p<0.0005$

Table 3. Discriminant validity index summary

	PSP	AMRBI	NOE	POE	SE
Perceived social persuasion (PSP)	**0.680**				
Anticipated multiple role balance intentions (AMRBI)	0.533**	**0.689**			
Negative outcome expectations (NOE)	0.001	-0.187**	**0.647**		
Positive outcome expectations (POE)	0.425**	0.687**	-0.150*	**0.708**	
Multiple role balance self-efficacy (SE)	0.513**	0.752**	-0.210**	0.585**	**0.687**

Note: The diagonal values are the square root of AVE of each respective construct, while other values are the correlation between the respective constructs. * $p< 0.01$ level ** $p< 0.001$ level

Table 4. Standardized direct effects and indirect effects of the structural model

Parameter	Path coefficient	S. E	p	90% CI
Direct effects				
PSP →SE	0.592	0.030	.001	
PSP→NOE	0.218	0.040	.001	
PSP→POE	0.160	0.028	.001	
PSP→AMRBI	0.124	0.027	.002	
SE→NOE	-0.381	0.040	.001	
SE→POE	0.581	0.029	.001	
SE→AMRBI	0.498	0.033	.001	
NOE→AMRBI	-0.027	0.024	.161	
POE→AMRBI	0.364	0.034	.001	
Indirect effects				
PSP→SE→NOE	-0.225			-0.277-(-)0.178
PSP→SE→POE	0.344			0.298-0.394
PSP→SE→AMRBI	0.478			0.435-.0523
SE→POE→AMRBI	0.222			0.182-0.262

Note: S.E=standard error, CI=confidence interval, p = probability level

Table 5. Chi-Square difference results for nested models

Model	χ^2	df	P	$\Delta\chi^2$	Δdf	p
Unconstrained	3.315	2	0.191			
A	23.859	3	0.000	20.544	1	0.000
B	9.630	3	0.022	6.315	1	0.012
C	4.384	3	0.223	1.069	1	0.309
D	4.725	3	0.193	1.410	1	0.235

Note: χ^2 = chi-square, df= degrees of freedom, p= probability level, $\Delta\chi^2$= chi-square difference

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