



International Journal of Intellectual Advancements and Research in Engineering Computations

A study on work life balance among women employees in service sector with special reference to Erode

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ABSTRACT

Work life balance is a term used to describe the balance between an individual's personal life and professional life. A healthy work-life balance assumes great significance for working women particularly in the current context in which both, the family and the workplace have posed several challenges and problems for women. The dynamics of the work environment have exerted enormous pressure on working women as they need to cope with virtually two full time jobs – one at the office and the other at home. They feel irritable and resentful often due to their inability to balance work and family life. The findings have implications for working women and provide insights into finding solutions to maintain healthy work life balance. The study equip women with the mechanism to strike a fine balance and make them smarter, healthier and happier in every facet of their lives.

INTRODUCTION

Work life balance majorly focuses on balancing the situations and conditions in the work place and society. As an working women she have to focus both on family and career and it's like standing on the tip of a mountain. In today's world, women's situations are harder. In early 1950's women are not allowed to look their career. As days goes their circle get expanded over kitchen and they look into their career. It's the time where the women's security is high. But now a day, again women's security is unfair and again the situation leads women to stay back at home. Even though now a day feminists counts are high, women's getting trouble in workplace. Gender discrimination plays a major role in working women's life. In most of the manufacturing sector, because of partiality, women not even allowed to attend the interview. i.e., some advertisements like "Male candidates can apply" show open gender discrimination. After facing all these kind of issues women get successful in career and how she balance these

situations are going to discussed in this study. Changes in the social, political and economic fabric of societies have influenced and continue to influence both the nature of employment and its relationship to life outside work. Work-life balance has emerged as a hot topic in recent years—fuelled in part by changing trends in women's social roles. This study contributes in two ways. First, it also provides insight into the importance of work life conflict, job satisfaction and job turnover intention among female teachers. Second, this study provides evidence of the relationship between work-family conflict, job satisfaction, and job turnover intention. [1-5]

OBJECTIVES OF THE STUDY

1. To identify the demographic profile of the respondents
2. To analyze the problems faced by respondents in balancing their work life.

STATEMENT OF THE PROBLEM

Changes in the social, political and economic fabric of societies have influenced and continue to influence both the nature of employment and its relationship to life outside the work and it directly creating impact on work life balance among working women. The study is to find out the factors which influencing work life balance and to provide a suitable suggestions to balance the work life.

SCOPE OF THE STUDY

1. The study made on the topic 'work life balance' will reveal the feelings of working women about the work and the society which will help them to realize their importance and their contribution to the society.

LIMITATIONS OF THE STUDY

1. It takes more procedure to collect data in Hospitals.
2. Due to public exam preparation, initially they refuse to spend time.

REVIEW OF LITERATURE

Pallavi Ramdurg, Dr. S. B. Kamshetty said that (2014), [1] Balance is essence of life. Work Life Balance of working women has become an important subject since the women are equally sharing the earning responsibility for the betterment of their family. Women are getting into jobs and they continue to work even after marriage. Work life balance is an ongoing effort of juggling with different roles in life. And trying to create a balance in the multiple roles played by one. It is basically a feeling which makes an individual feel stress free. Many women today are entering into business. The Women entrepreneur respondents are into beauty parlor business, home based business like food making, women who run canteens, cloth merchants, women who teach art like dance, music etc. 2. CMA Dr. Meenu Maheshwari, Ms. Priya Sodani identified that, Women Entrepreneur" is a person who accepts

challenging role to meet her personal needs and become economically independent. Increasing numbers of women are becoming leaders of their own businesses, and many are struggling to achieve success. Women entrepreneurship is considered an important tool in enabling women empowerment. The factors that affect women's participation roles are different across the world, changing with the dynamic nature of the environments in which they live. The efforts are on it to uplift the social and economic status of women. The development of women as an entrepreneur will generate multifaceted socio - economic benefits for the country.

RESEARCH METHODOLOGY

Research design

- A Master plan that specifies the method and procedures for collecting and analyzing needed information.
- A research design is a framework or blueprint for conducting the marketing research project.

SAMPLE DESIGN

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

Probability sampling

Probability sampling is a sampling technique where the samples are gathered in a process that will have all the individuals in the population of getting equal chances of being selected.

Stratified sampling method

Stratified sampling is a probability sampling technique wherein the researcher divides the entire population into different subgroups, then randomly selects the final subjects proportionally from the different subgroups.

Size of the sample

The Sample size is **100**.

DATA COLLECTION METHOD

Primary data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire.

FORMULA

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

HENRY GARRETT RANKING

Garrett's ranking technique to find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

Where R_{ij} = Rank given for the i th variable by j th respondents.

Secondary data

These are data which are already collected and used by someone previously. In this research review of Literature, Details of the industry are collected from the Internet.

STATISTICAL TOOLS USED

To analyze and interpret collected data the following simple percentage and ranking were used.

N_j = Number of variable ranked by j th respondents.

DATA ANALYSIS

Demographic profile of the respondents

The Respondent who participated in the research is from diversified background with gender, age group, marital status and educational qualification.

Table 1: Demographic Profile

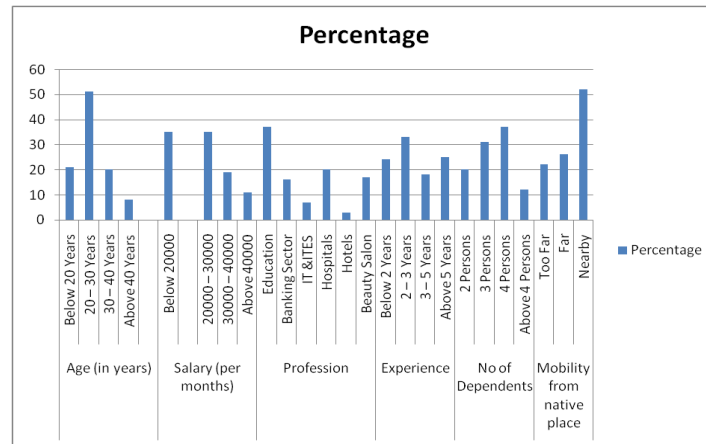
Details of the respondent		No. of Respondents	Percentage
Age (in years)	Below 20 Years	21	21
	20 – 30 Years	51	51
	30 – 40 Years	20	20
	Above 40 Years	8	8
Salary (per months)	Total	100	100
	Below 20000	35	35
	20000 – 30000	35	35
	30000 – 40000	19	19
	Above 40000	11	11
Profession	Total	100	100
	Education	37	37

	Banking Sector	16	16
	IT & ITES	7	7
	Hospitals	20	20
	Hotels	3	3
	Beauty Salon	17	17
	Total	100	100
Experience	Below 2 Years	24	24
	2 – 3 Years	33	33
	3 – 5 Years	18	18
	Above 5 Years	25	25
	Total	100	100
No of Dependents	2 Persons	20	20
	3 Persons	31	31
	4 Persons	37	37
	Above 4 Persons	12	12
	Total	100	100
Mobility from native place	Too Far	22	22
	Far	26	26
	Nearby	52	52
	Total	100	100

Interpretation

From the above table it is evident that percentage of age group below 20 years is 21%, percentage of age group between 20 – 30 years is 51%, percentage of age group between 30 – 40 years is 20% and percentage of age group above 40 years is 8%. On the salary basis, the percentage of women who earning below Rs.20000 is 35%, the percentage of who earning between Rs.20000 – Rs.30000 is 35%, the percentage of women who earning between Rs.30000 – Rs.40000 is 19% and the percentage of women who earning above Rs.40000 is 11%. In this survey, the percentage of women who belong to education sector is 37%, the percentage of women who belong to banking sector is 16%, the percentage of women who belong to IT&ITES field is 7%, Percentage of women who belong to hospital sector is 20%, the percentage of women who belong to hotel field is 3% and the percentage of women who belong to

beauty salon field is 17%. The percentage of women who's working experience belongs to below 2 years is 24%, the percentage of women who's working experience belong to between 2 – 3 years is 33%, the percentage of women who's working experience belongs to between 3 – 5 years is 18% and the percentage of women who's working experience belongs to above 5 years is 25%. The percentage of two numbers of dependent is 20%, the percentage of three numbers of dependent is 31%, the percentage of four numbers of dependent is 12% and the percentage of Number of dependents who exceeds four is 12%. The percentage of women employees whose mobility from native place is too far is 22%, the percentage of women employees whose mobility from native place is far is 26% and the percentage of women employees whose mobility from native place is 52%.



BAR CHART 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

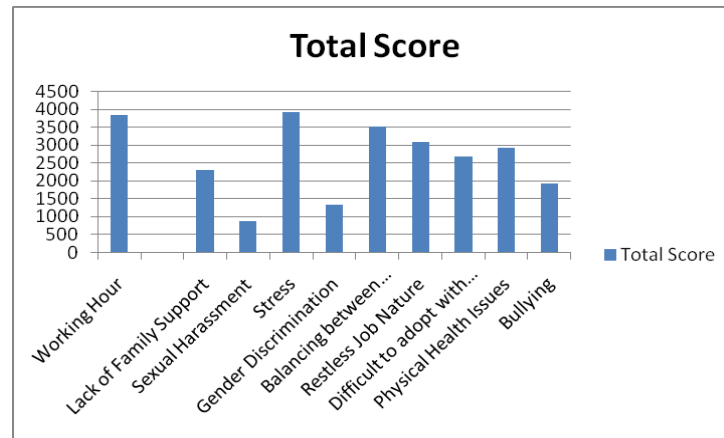
Table 2: PROBLEMS FACED BY RESPONDENTS WHILE BALANCING WORK LIFE.

S. No	Problems	Mean Score	Total Score	Rank
1	3. Working Hour	383	3850	2
2	4. Lack of Family Support	578	2312	7
3	5. Sexual Harassment	872	872	10
4	6. Stress	436	3924	1
5	7. Gender Discrimination	666	1332	9
6	8. Balancing between Family and Work	441	3528	3
7	9. Restless Job Nature	442	3094	4
8	10. Difficult to adopt with new environment	537	2685	6
9	11. Physical Health Issues	490	2940	5
10	12. Bullying	642	1926	8

Interpretation

From the above table it is evident among women employees that, the problem “Stress” is ranked as no.1 with total score of 3924, “Working Hour” is ranked as no.2 with total score of 3850, “Balancing between family and work” is ranked as no.3 with total score of 3528, “Restless job nature” is ranked as no.4 with total score of 3094, “Physical health issues” is ranked as no.5 with

total score of 2940, “Difficult to adopt with new environment” is ranked as no.6 with total score of 2685, “Lack of Family Support” is ranked as no.7 with total score of 2312, “Bullying” is ranked as no.8 with total score of 1926, “Gender Discrimination” is ranked as no.9 with total score of 1332, “Sexual Harassment” is ranked as no.10 with total score of 872.



Bar Chart 2: Problems Faced by Respondents While Balancing Work Life.

FINDINGS

1. The percentage of age group below 20 years is 21%, percentage of age group between 20 – 30 years is 51%, percentage of age group between 30 – 40 years is 20% and percentage of age group above 40 years is 8%.
2. The percentage of women who earning below Rs.20000 is 35%, the percentage of who earning between Rs.20000 – Rs.30000 is 35%, the percentage of women who earning between Rs.30000 – Rs.40000 is 19% and the percentage of women who earning above Rs.40000 is 11%.
3. The problem “Stress” is ranked as no.1 with total score of 3924.
4. “Working Hour” is ranked as no.2 with total score of 3850.
5. “Balancing between family and work” is ranked as no.3 with total score of 3528.
6. “Restless job nature” is ranked as no.4 with total score of 3094.
7. “Physical health issues” is ranked as no.5 with total score of 2940.
8. “Difficult to adopt with new environment” is ranked as no.6 with total score of 2685.
9. “Lack of Family Support” is ranked as no.7 with total score of 2312.
10. “Bullying” is ranked as no.8 with total score of 1926.
11. “Gender Discrimination” is ranked as no.9 with total score of 1332.
12. “Sexual Harassment” is ranked as no.10 with total score of 872.

SUGGESTIONS

1. Spending more time with family members help them to overcome stress.
2. Time management help to balance the working hour.
3. “Leave work at work” strategy help them to balance both their work and family.
4. Relaxation for a particular time can be carried out during work time.
5. Women’s must take care of their health, which help them to avoid health issues.
6. Women can develop their own interest on meeting a new people and that can be followed as a passion to overcome fear about new environment.
7. Women can share their work time difficulties with family members and try to make them understand the situations faced by them.
8. Women shouldn’t leave their self respect at any stage.
9. Both men and women can be treated equally by giving equal respect, salary etc., in organization.
10. The strict terms and policies can be framed against sexual harassment.

CONCLUSION

Women constitute an important section of the workforce. However, the present situation of a large number of well-qualified women who due to various circumstances have been left out of their jobs needs to be addressed. The problems faced are several but, significantly, most often the “break

from careers” arises out of motherhood and family responsibilities. Achieving a good balance work and family commitments is a growing concern for contemporary employees and organization. Work life balance policies are most likely to be

successfully mainstreamed in organization which have a clear understanding of their business rationale and which respect the importance of work life balance for all employees.

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