WORK-LIFE BALANCE AMONG WOMEN EMPLOYEES IN SERVICE SECTOR WITH SPECIAL REFERENCE TO MADANAPALLE REGION, CHITTOOR DISTRICT, ANDHRA PRADESH STATE – AN EMPIRICAL STUDY

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ABSTRACT

“I am no bird; and no net enfields me: I am a free human being with an independent will.”

- Charlotte Bronte, Jane Eyre

In the present scenario of life, where the life style, competitions, changes in the socio-economic, and political structure of societies have influenced and continue to influence both the nature of work and its relationship to life. The concept of Work-life balance is one of the most challenging issues being faced by the women employees in an energetic working environment. The Services Sector constitutes a large part of the Indian economy in terms of generate employment potentials and its contribution to national income growth.

In this research article, an attempt was done to study the existence of work-life balance problem among the working women in the specified area. It was tried to examine how the factors affecting work-life balance influence quality of women employees through a survey of 96 from 4 Segments of Service Sector like Banking, Hospitals, Hotels and Education. A Descriptive Research design was employed and a questionnaire was developed on the basis of similar research studies. The study is based on Primary and secondary sources. The respondents were selected by stratified random sampling technique. Responses were collected through field survey and emails from one hundred ten (110) respondents were identified and 96 (87%) of them filled in the questionnaires and returned. Descriptive statistics along with Chi-Square test were used to answer the research questions. The outcome of this study shows that the married working women of all the sectors predominantly find it very hard to steal out time for their own hobbies or leisure activities and maintain friendships or extended relationships those women are earning more then are able to balance their life as compare to less earners.

Key words: Work life balance, Services Sector, Descriptive Research, field survey, Chi-Square test.

Type of Article: An Empirical Study

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I. INTRODUCTION

In the present scenario of life, most of the Indian families are undergoing changes in the socio-economic, and political structure of societies have influenced and continue to influence both the nature of work and its relationship to life. The concept of Work-life balance is one of the most challenging issues being faced by the women employees in an energetic working environment. Women up to early centuries were mostly confined to their kitchens and those who were employed worked in factories, farms or shop works. Indian women belonging to all classes have entered into paid occupations. Career objectives and goals are the most important factors in life. Most of the women are coming forward to work in order to support their family. This change is present natural and dynamic due to change of external environment such as socio economic, Legal, political and technological conditions. The biggest challenge for women is how to balance the demands of family and career goals. Work Life Balance among Women employee has become an important subject since the women are equally sharing the earning roles and responsibility for the betterment of their family.

This research article aim to review the existing literature review on Work Life Balance of Women Employee in various fields or sectors with an identification of various attribute towards the success of Work Life Balance. Most of the Women are getting into jobs and they continue to work even after marriage. A married woman has more responsibility than man in taking care of young children and family. The working women efficiently overcome difficult situations by their commitment and determination.

II. REVIEW OF LITERATURE

Number of studies has addressed to understand the work-life balance concepts and identify the research gap in the present field the researchers reviewed the following literatures.

Tapasya Julka and Urvika Mathur (2017) have revealed that the resulted in a scenario in which working women have tremendous pressure to develop a career as robust as their male counterparts while sustaining active engagement in personal life. The ever-increasing work pressure is taking a toll on the working women leaving them with less time for themselves. The rising responsibilities on the personal obverse with the technological blessings like advanced mobile phones, notepads, etc. most of the times, work life integrated with personal life also work on personal and professional fronts in this knowledge age. This affects the person’s substantial, emotional and social well-being. Women employee ought to be concerned the family both physically and financially to satisfy the family needs. Also work for the accomplishment of organizational objectives and individual upliftment to satisfy the career needs. Most of the organisations could do with to take up human resource strategy and policies to overcome the issues of the work life balance of women in the current business environment.

Ashok Kumar Bansal & Lekh Raj (2017) have concluded that to maintain a balance between work and life is a challenge and to meet this challenge, organization should take active step in facilitating their employees that help them to manage, to perform and to grow in their work-life cycle. This report emphasis that women employees are not fully satisfied with IOCL policies of work life balance because IOCL only provide maternity leave policy only, it does not provide flexible working hours, job sharing option, paternity leave, time off for WLB and child care which played an important role in balancing work and personal life. In this study two hypotheses were framed which are related to personal variables and organizational variables and it maybe conclude the there is no association between personal variables and work life balance. There is significant association between organization variables and work life balance but it is not statistically significant. So, IOCL should improve these factors that helps in to increase job satisfaction of employees, increase job security, and improved morale to work more effectively and efficiently which further leads to increase productivity, retaining employees for longer period, and organization perform better and become successful.

Anila, K.P. & Prabakar, S (2014) analyzed the relationship between demographic variables and level of work life balance. This study has found that demographic variables namely age, income and number of dependents influence the level of work life balance and the study also found that the demographic variables namely marital status, education and experience do not influence the level of work life balance.

Santhana Lakshmi K, (2013)*Work Life Balance of Women Employees with reference to teaching faculties. In this research paper discussed the Educational institutions ought to address the Work Life Balance related issues among their staff, exclusively women and take a holistic approach to design and implement the policies to support the teaching staff to manage their work life balance.

Heather S. Mc Millan et al, (2011) have suggested that the individual harmony and its effects have developed a New Harmony based on conflict and enrichment. N. Krishna Reddy et al, (2010) concluded that the married women employees indeed experience Work Family Conflict (WFC) while attempting to balance their work and family lives. Thus, Organization needs to create guidelines for the management of work family conflict since they are related to job satisfaction and performance of the employees.

Niharika and Supriya, (2010) have studied the work based factors and family related factors that are considered to contribute to work life balance. In this research paper work based factors are flexi time, option to work part time job and freedom to work from home and the family related factors are child care facility and flexibility to take care of emergencies at home.

The reviews of previous studies enable the researchers to understand the current field and from the review it is noted that work-life balance increases the productivity, reduces the absenteeism and also increases the job satisfaction. Further work-life balance also supports the women to get success and happy family life. This study is the extension and continuation of the work already done in the field of work-life balance.
III. OBJECTIVES OF THE STUDY

1. To study the existence of work-life balance of Women Employees in Service Sector with Special Reference to Madanapalle region, Chittoor District, Andhra Pradesh State.
2. To examine how the factors affecting work-life balance influence quality of women employees.
3. To suggest appropriate suggestion for improving the Work Life Balance.

IV. HYPOTHESIS OF THE STUDY

H01: There is no significant association between personal variables and work life balance of women employees.
H02: There is no significant association between organizational variables and work life balance of women employees.

V. STATEMENT OF THE PROBLEM

There is presence of work life imbalance among women employees working in service sector with Special Reference to Madanapalle region, Chittoor District, Andhra Pradesh State.

VI. RESEARCH METHODOLOGY

RESEARCH DESIGN
This study is a descriptive research as it tries to evaluate the type of relation- ship between work life balance and various dependent and independent variables and identify all aspects’ that affect this relationship.

SAMPLE SIZE
Working women employees have been selected as respondents for the sample size. There are approx 220-250 women employees in service sector in Madanapalle region. Responses were collected through field survey and mails from one hundred ten (110) respondents were identified and 96 (87%) of them filled in the questionnaires and returned.

DATA COLLECTION
For this study, Data is collected through primary as well as secondary sources. Through primary source data is collected through responses were collected through field survey and mails from and filling of questionnaire from female employees. Secondary sources consist of books, periodicals, newspapers, literature and websites.

SAMPLING TECHNIQUE
The stratified sampling method was used wherein data was collected through a checklist by personal survey method.

INSTRUMENTS FOR DATA COLLECTION
In this stage, one of the most popular measures of work life balance; questionnaire was used as a research instrument. In this Likert’s five point scales had been used to measure the work life balance namely very dissatisfied, dissatisfied, neutral, satisfied, and very satisfied.

VII. DATA ANALYSIS AND INTERPRETATIONS

1). Demographic profile of the respondents:

Age profile of sample: From the table No.1 shows that the age profile of respondents of women employees. It is revealed from the table that majority of the respondent i.e., 47%, comes under the age group 25-30 years, the age group 30-35 years included 36% respondents. Thus, it may be reported that no high variation among the age of respondents. It means there is equal representation of sample.
<table>
<thead>
<tr>
<th>Parameter</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
<th>Cumulative Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below 25</td>
<td>6</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>25-30</td>
<td>45</td>
<td>47%</td>
<td>54%</td>
</tr>
<tr>
<td>30-35</td>
<td>35</td>
<td>36%</td>
<td>90%</td>
</tr>
<tr>
<td>Above 35</td>
<td>10</td>
<td>10%</td>
<td>100%</td>
</tr>
<tr>
<td>Marital Status</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unmarried</td>
<td>28</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>Married</td>
<td>68</td>
<td>71%</td>
<td>100%</td>
</tr>
<tr>
<td>Experience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below 2</td>
<td>11</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>2-5 year</td>
<td>28</td>
<td>29%</td>
<td>41%</td>
</tr>
<tr>
<td>5-10 year</td>
<td>42</td>
<td>44%</td>
<td>85%</td>
</tr>
<tr>
<td>10-15 year</td>
<td>9</td>
<td>9%</td>
<td>94%</td>
</tr>
<tr>
<td>Above 15</td>
<td>6</td>
<td>6%</td>
<td>100%</td>
</tr>
<tr>
<td>Designation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Managerial</td>
<td>24</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Supervisory</td>
<td>56</td>
<td>58%</td>
<td>83%</td>
</tr>
<tr>
<td>Other</td>
<td>16</td>
<td>17%</td>
<td>100%</td>
</tr>
<tr>
<td>Monthly Income</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than Rs.10000</td>
<td>26</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Rs.10000-Rs.25000</td>
<td>47</td>
<td>49%</td>
<td>76%</td>
</tr>
<tr>
<td>Rs.25000-Rs.35000</td>
<td>17</td>
<td>18%</td>
<td>94%</td>
</tr>
<tr>
<td>Above Rs.35000</td>
<td>6</td>
<td>6%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Compiled by the authors based on Primary Data

Table No. 1: Demographic Characteristics of Respondents.

Marital status of sample: From the table No.1 also clarify that there is 71% have married and rest of them unmarried female respondents.

Experience profile of sample: The table No. 1 revealed that the shows experience profile of sample. From the above table, it is clear that majority of women employees i.e. 44% have the experience of 5 - 10 years, followed by 2-5 year with 29% employees.

Designation profile of sample: From the above table, it is clear that majority of the respondents i.e. 58% are associated with supervisory work and 25% are performing managerial job.

Monthly Income profile of sample: The table No. 1 revealed that the shows experience Monthly Income profile of sample. From the above table, it is clear that majority of women employees i.e. 49% have monthly income Rs.10000-Rs.25000, followed by less than Rs.10000 with 27% employees.

Demographical variable and work life balance of women employees

Work life balance and age: Age is one of the considerable variables amongst all variables of this research study. This factor is taken in to consideration to analyses whether it is associated with work life balance of women employees or not? In general, it appears that balancing level of employees varies from person to person who is of different age profiles. It is also revealed by the table that the balancing power of the women employees differ from their age wise. From table No.2, in age group below 25, 6 respondents are moderate balanced and there is 9 high balanced and 7 low balanced. When it comes to age group 25-30, 11 numbers of respondents are high balanced and 22 numbers of respondents is moderate balanced and 6 numbers of respondents are low.
balanced. When it comes to age group between 30-35, there are 12 moderate balanced respondents. When it comes to above 35 age group 8 people is moderate balanced and 3 people are low balanced. To reveal the meaningful calculation through chi-square i.e. also known as ‘Goodness of Fit’ is used. It is found that calculated value 3.36 is less than table value i.e. 12.592 at 0.05 significance level. Hence the hypothesis ‘there is no association between work life balance of women employees and age is accepted’.

<table>
<thead>
<tr>
<th>Category</th>
<th>Age Below 25</th>
<th>25-30</th>
<th>30-35</th>
<th>35 Above</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>High balanced</td>
<td>6</td>
<td>11</td>
<td>5</td>
<td>2</td>
<td>24</td>
</tr>
<tr>
<td>Moderate balanced</td>
<td>9</td>
<td>22</td>
<td>12</td>
<td>8</td>
<td>51</td>
</tr>
<tr>
<td>Low balanced</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td>Total</td>
<td>22</td>
<td>39</td>
<td>22</td>
<td>13</td>
<td>96</td>
</tr>
</tbody>
</table>

Chi – Square Calculated Value = 3.36  d.f=6  P>NS 0.05  Table Value=12.592

Source: Compiled by the authors based on Primary Data
Table 2: Association between work life balance and Age of women employees.

Work life balance and marital status: The next variable of the study is marital status i.e. married and unmarried. This is taken in to consideration to analyze whether it is associated with work life balance or not? From the table No.3 stated that 11 unmarried employees are high balanced and 26 unmarried people are moderate balanced and there is 8 unmarried are low balanced. When it comes to married people 18 married people is high balanced and 23 married respondents are moderate balanced and 10 married people are low balanced.

<table>
<thead>
<tr>
<th>Category</th>
<th>Marital Status</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unmarried</td>
<td>Married</td>
</tr>
<tr>
<td>High balanced</td>
<td>11</td>
<td>18</td>
</tr>
<tr>
<td>Moderate balanced</td>
<td>26</td>
<td>23</td>
</tr>
<tr>
<td>Low balanced</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>45</td>
<td>51</td>
</tr>
</tbody>
</table>

Chi – Square Calculated Value = 1.71  d.f=2  P>NS 0.05  Table Value=5.991

Source: Compiled by the authors based on Primary Data
Table 3: Association between work life balance and marital status.

In the above table no. 3 effort has been made to analyze the association between marital status and work life balance of employees. To reveal that the meaningful information chi-square i.e. also known as ‘Goodness of Fit’ is used. It is found that calculated value i.e. 1.71 which is less than table value i.e. 5.991 at 0.05 significance level. Hence, the hypothesis ‘there is no significant relationship between marital status and work life balance is accepted. This lack of correspondence to the reviewed studies may be due to socio-cultural, psychology of respondents, demographic characteristics or may be geographical sector differences.

Work life balance and experience: The next variable of present research study is experience. It is a ambiguous statement that works life balance and experience is significantly related to each other or not? This variable is taken in to consideration to analyze whether it is associated with work life balance or not? The following table no. 4 shows the experience wise analysis of work life balance. It is found that majority of respondents which are highly balanced belong to the category of 2-5 years and 5-10 years. In these efforts has been made to analyze the association between work life balance of women employees and experience. To reveal the meaningful information chi-square test. It is found that calculated value is 2.988 is less than the table value 15.507 at 0.05 significance level, hence the hypothesis ‘there is no association between work life balance of women Employees and duration of working accepted.
Chi – Square Calculated Value = 2.988  d.f=6  P>NS 0.05  Table Value=15.507
Source: Compiled by the authors based on Primary Data
Table 4: Association between work life balance and Experience

Work life balance and designation: Designation is the fourth variable of the present research study. This variable is taken in to consideration to analyze whether it is associated with work life balance or not? Generally designation is a title or a name that identifies someone. It is the title of the job which is assigned in organization for the employee. These job titles must carry the number of responsibilities in a company and affect work life balance of an employee. We mostly assume that more stress always present in top level management due to the strategic decision or may be other reasons. From the table no. 5 it is clear that 8 employee of managerial level is highly balanced, 15 employees are moderate balanced and 4 employee of is low balanced. At supervisory 12 employees are highly balanced, 24 moderate balanced, 8 low balanced. So majority of moderate balanced employees is from the supervisory level.

Chi – Square Calculated Value = 1.4592  d.f=6  P>NS 0.05  Table Value=9.488
Source: Compiled by the authors based on Primary Data
Table 5: Association between Work life balance and Designation

Work life balance and Income: income is the fifth variable of the present study. This variable is taken in to consideration to analyze whether it is associated with work life balance or not? Generally income is a title or a name that identifies someone. From the table no. 6 it is clear that 6 employees of less than 10K are highly balanced, 7 employees are moderate balanced and 7 employee of are low balanced. At 10K to 25K, 13 employees are highly balanced, 21 moderate balanced, 6 low balanced. So majority of moderate balanced employees is from the supervisory level.

Chi – Square Calculated Value = 3.103  d.f=6  P>NS 0.05  Table Value=12.592
Source: Compiled by the authors based on Primary Data
Table 6: Association between work life balance and Income
CONCLUSION

We concluded that from this research article, to maintain a balance between work and life is a challenge and to meet this challenge, organization should take active step in facilitating their employees that help them to manage, to perform and to grow in their work-life cycle. This research report highlighting that women employees are not fully satisfied with service sector policies of work life balance because banks only provide maternity leave policy, it does not provide flexible working hours, job sharing option, paternity leave, time off for WLB and child care which played an imperative role in balancing personal life and work. But beside this service sectors are taken initiatives to manage work life by providing other facilities like transport facilities, medical facilities, canteen facility, provide empowerment scheme like grievance redresses system and complaints to top management. In this research study two hypotheses were framed which are related to demographic variables and research variables and it maybe conclude the there is no association between personal variables and work life balance. There is significant association between organization variables and work life balance but it is not statistically significant. So, service sector should improve these factors helps in to increase job satisfaction of employees, and improved morale, increase job security to work more effectively and efficiently which further leads to enhance productivity, retaining employees for longer period, and organization perform better and become more successful.

REFERENCE AND WEBSITES