WORK-LIFE BALANCE OF MARRIED EMPLOYEES IN RETAIL SECTOR

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ABSTRACT

Work life balance is the ability of the individual to maintain the healthy balance between their personal and professional roles. This study focuses on work life balance of the married employees in retail sector. The research design adopted for the study is descriptive research. For this purpose the Primary Data has been collected from 150 respondents in Chidambaram region using the structured questionnaire by the survey method. Convenience sampling method has been used in selecting the respondents. This study will identify the impact of demographic factors influence and the various factors that create stress among the respondents for the work life balance. The major findings of this study is the long working hours and family problems creates stress among employees and it is the major hindering factor for the work life balance.

Keywords: Worklife balance, stress, work pressure, family support

1. INTRODUCTION

In the current scenario the employees spend most of their time in the workplace when compared to the time taken for their personal and family needs. Clark (2004) defined work life balance as "satisfaction and good functioning at work and at home with a minimum of role conflict". It could be called a condition of equilibrium where the demand of a person's work equals that of his personal life. Challenging and multi-faced stress between work and home responsibilities have implicit improved importance for workers in demographic and workplace changes. The past 20 years have seen extraordinary changes in our workplaces and families. Women have entered the workforce in unprecedented numbers and improved their earnings relative to men. At the same time, men have begun to share women's traditional family roles and men and women have both increased the time they spend with children. But even as men spend more time with their kids, the challenges of balancing a career and parenting duties are taking their toll. According to the survey done by global specialist recruitment firm Michael Page India reveals that the aspiration to acquire new skills and a better work-life balance are the top two factors driving satisfaction for the employees.

2. RETAIL INDUSTRY IN INDIA

The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country's GDP and around 8 per cent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. Indian retail industry is no doubt one of the largest and fastest growing industries. Like most developed countries, India's growth also relies on growth of its retail industry. India is becoming a dynamic market with many international brands entering India to capitalize on the growing consumption pattern shown by the country. With right reforms and government initiatives, India retail industry is surely inching its way towards becoming the next boom industry. The future of the retail industry looks promising, as more and more Government policies have come into play, making it favorable to do business.

3. OBJECTIVES OF THE STUDY

- To identify the impact of demographic factors on Work life balance.
- To analyze the various factors influencing the stress for the employees.

4. REVIEW OF LITERATURE

Saravanan and Dharani (2014) have conducted a study to analyze the factors determining the work and life balance with respect to school teachers. To identify the effect of independent variables on work life balance they have used Independent sample t-test. They analyzed and concluded that female teachers have better work life balance when compared to male teachers and factors influencing for work life balance for male and female is different.

Lim et al., (2012) The multi-faced demand between work and home responsibilities have assumed increased relevance for employees in commercial banks in recent years. This is due to demographic and workplace changes, such as; transformation in family structures, growing reluctance for long number of hours, acceptance culture, greater number of women in the workforce and technological advancement. Workers are experiencing an increase in their average income, resulting in a rise in their living standards, which consequently as caused a growth in the interest of work-life balance issues

ACS Purti Batra (2015) in his study revealed that the Organization's efforts to support work-life balance will be helpful to retain the employees, greater pride in their organization, a willingness to recommend it as a place to work and higher overall job satisfaction.

Taruna Yadav and Sushma Rani (2015) in their study analyzed that the most important factor to influence and develop Work- Life Balance is organization commitment as well as an individual's commitment. So they suggested that the organization should frame some HR strategies which will be

helpful in creating stress free environment for working people which in turn will be helpful to improve the Work life balance.

Pattu Meenakshi et al. (2013) in their study they identified six parameters which is used to evaluate work life balance programs. They are extent of management buy-in and training, how programs are communicated to employees, corporate culture, management controls, human resources policies and employee control and self-management. They also insisted that self management is the important factor where people need to control their own behavior and expectations regarding work-life balance.

 Keene and Reynolds (2005) has done a study on work life balance of married employees in which they revealed that women were mostly affected by family demands so they are in the situation to make more work adjustments due to family demands than men.

6. RESEARCH METHODOLOGY

 The research design adopted for this study is *descriptive study.* Descriptive research studies are those studies, which are concerned with describing the characteristics of a particular individual, or a group. Descriptive study is typically concerned with determining the frequency with which something occurs or how two variables vary. *Non probability sampling* technique is used in this study. It is a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. *Convenience sampling* method is adopted which means samples are selected from the population only because they are conveniently available to researcher. Both primary and secondary has been used in this study. Primary data has been collected from 150 respondents using the constructed questionnaire by the survey method. Secondary data collected from journals, publications, books etc.

7. DATA ANALYSIS & INTERPRETATION

7.1 Demographic profile of the respondents:

Table 1: Demographic Profile of the Respondents				
Items		**Frequency**	**Percent**	**Valid percent**	**Cumulative percent**
Gender	Male	65	43.3	43.3	43.3
	Female	85	56.7	56.7	100.0
	Total	**150**	**100.0**	**100.0**	
Age (in years)	18-25	29	19.3	19.3	19.3
	26-35	69	46.0	46.0	65.3

	36-45	31	20.7	20.7	86.0
	Above 45	21	14.0	14.0	100.0
	Total	**150**	**100.0**	**100.0**	
Experience (in years)	Less than 2 yrs	13	8.7	8.7	8.7
	2-5 Yrs	56	37.3	37.3	46.0
	5-10yrs	53	35.3	35.3	81.3
	More than 10 Yrs	28	18.7	18.7	100.0
	Total	**150**	**100.0**	**100.0**	
Educational Qualification	10th/12th	66	44.0	44.0	44.0
	ITI/Diploma	13	8.7	8.7	52.7
	UG	52	34.7	34.7	87.3
	PG	14	9.3	9.3	96.7
	Illiterate	5	3.3	3.3	100.0
	Total	**150**	**100.0**	**100.0**	

7.2 Correlation:

H0: There is no relationship between the stress created due to work pressure and deadlines, targets creates stress

H1: There is a relationship between the stress created due to work pressure and deadlines, targets creates stress

Table 2: Correlations

		Stress due to work pressure	Deadlines and target creats stress
Stress due to work pressure	Pearson Correlation	1	.499[**]
	Sig. (2-tailed)		.000
	N	150	150
Deadlines and target creats stress	Pearson Correlation	.499[**]	1
	Sig. (2-tailed)	.000	
	N	150	150

Interpretation:

The significant value (0.000) is less than 0.05 so the null hypothesis is rejected and the alternative hypothesis is accepted. So there is a positive relationship between the stress created due to work pressure and deadlines, targets creates stress

7.3 Chisquare analysis:

7.3.1 Chi square analysis between experience of the respondents and pressure to make money to support the family.

H0: There is no association between the experience of the respondents and pressure to make money to support the family.

H1: There is association between the experience of the respondents and pressure to make money to support the family

Table 3: Experience of the respondents * Pressure to make Money to support family Crosstabulation

Experience of the respondents	Pressure to make Money to support family					Total
	Strongly agree	agree	neutral	disagree	strongly disagree	
Less than 2 yrs	2	8	3	0	0	13
2-5 Yrs	14	32	10	0	0	56
5-10yrs	13	22	8	7	3	53
More than 10 Yrs	5	17	4	2	0	28
Total	34	79	25	9	3	150

Table 4: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.632[a]	12	.127
Likelihood Ratio	21.432	12	.044
Linear-by-Linear Association	1.406	1	.236
N of Valid Cases	150		

Interpretation:

The significant value (0.127) is greater than 0.05, so the null hypothesis is accepted. There is no association between the experience of the respondents and pressure to make money to support the family.

7.3.2 Chisquare analysis between the age of the respondents and the family problems distract during work.

H0: There is no association between the age of the respondents and the family problems distract during work.

H1: There is no association between the age of the respondents and the family problems distract during work.

Table 5: Age of the respondents * Problems distract during work Crosstabulation

Age of the respondents	Problems distract during work					Total
	Strongly agree	agree	neutral	disagree	strongly disagree	
18-25	9	15	1	1	3	29
26-35	19	22	19	3	6	69
36-45	6	11	6	8	0	31
Above 45	4	4	8	5	0	21
Total	38	52	34	17	9	150

Table 6: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.187[a]	12	.002
Likelihood Ratio	35.578	12	.000
Linear-by-Linear Association	3.361	1	.067
N of Valid Cases	150		

Interpretation:

Since the significant value (0.002) is less than 0.05 alternative hypothesis is accepted. There is association between the age of the respondents and the family problems distract during work.

7.3.3 Chisquare analysis between the gender of the respondents and the family problems distract during work.

H0: There is no association between the gender of the respondents and the family problems distract during work.

H1: There is association between the gender of the respondents and the family problems distract during work.

Table 7: Gender of the respondents * Problems distract during work Crosstabulation

Gender of the respondents	Problems distract during work					Total
	Strongly agree	agree	neutral	disagree	strongly disagree	
Male	19	19	12	10	5	65
Female	19	33	22	7	4	85
Total	**38**	**52**	**34**	**17**	**9**	**150**

Table 8: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.769[a]	4	.312
Likelihood Ratio	4.770	4	.312
Linear-by-Linear Association	.221	1	.638
N of Valid Cases	150		

Interpretation:

Since the significant value (0.312) is greater than 0.05, null hypothesis is accepted. There is no association between the gender of the respondents and the family problems distract during work.

8. Findings

Percentage analysis:

- 56.7% of the respondents are female and 43.3% of the respondents are male.
- 46% of the respondents are in the age group of 26-35 years.
- 37.3% of the respondents have experience of 2-5 years and 35.3% of the respondents have the experience of 5-10 years.
- 44% of the respondents possess the SSLC or HSC qualification and 34.7% of the respondents are UG graduates.

Correlation:

- There is a positive relationship between the stress created due to work pressure and deadlines, targets creates stress among the respondents.

Chisquare analysis:

- There is no association between the experience of the respondents and pressure to make money to support the family.
- There is association between the age of the respondents and the family problems distract during work.
- There is no association between the gender of the respondents and the family problems distract during work

9. Suggestions

- Time management is one of the best solutions for the employees to make a perfect balance between the personal and the work life.
- Organization should give the achievable deadlines to the employees.
- Prioritizing the tasks and planning the activities can help to take out some free time which can be utilized for other purposes.
- The organization can create some strategies like flexible hours, job sharing, childcare etc so the employees can balance their family commitments and their work.
- The organization can provide counseling to the employees which will be helpful to reduce the stress.
- The employees can practice Yoga, Meditation and physical exercises so they can avoid stress related diseases.

10. Conclusion

Balancing the work and environment is essential to maintain the peace and to increase the productivity. Work/life balance must be supported and encouraged at all levels in the organization. It is concluded that providing proper counseling, periodical leaves, support from the spouse and the family and reducing the work pressure by regulating the working hours will help the employees to balance the work and personal life.

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ANNEXURE

QUESTIONNAIRE

1. Name(Optional):

2. Gender: a) Male   b) Female

3. Age:

    a)18-25 Yrs   b) 26-35 Yrs   c) 36-45 Yrs   d) Above 45 Yrs

4. Educational Qualification:

    a)10th/12th b) ITI/Diploma   c) UG   d) PG   e) Illiterate

5. Experience:

    a)Below 2 Yrs   b) 2-5 Yrs   c) 5-10 Yrs   d) Above 10 Yrs

6. No. of members in your family:

    a) 2   b) 3   c) 4   d) 5   e) Above 5

7. No. of children:

    a) 1   b) 2   c) 3   4) More than 3   5) None

8. How many hours in a day do you normally work?

    a) 8 hrs   b) 9 hrs   c) 10 hrs   d) 12 hrs   e) More than 12 hrs

9. Are you getting stress due to work pressure?

    a) Strongly agree   b) agree   c) Neither agree nor disagree d) disagree e) strongly disagree

10. Are you getting stress due to work life imbalance?

    a) Strongly agree   b) agree   c) Neither agree nor disagree d) disagree e) strongly disagree

11. Do you feel much pressure to make more money to support your family?

   a) Strongly agree   b) agree   c) Neither agree nor disagree   d) disagree   e) strongly disagree

12. Are you feeling irritated to get leave?

   a)Always   b)Often   c) Sometimes   d) Rarely   e) Never

13. Do deadlines and schedules in your organization create stress to you?

   a) Strongly agree   b) agree   c) neutral   d) disagree   e) strongly disagree