

WORK-LIFE BALANCE OF EMPLOYEES WORKING IN SERVICE SECTOR – A STUDY WITH REFERENCE TO INFORMATION TECHNOLOGY SECTOR IN CHENNAI CITY

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ABSTRACT

This essay illustrates how, during the past 100 years, a significant amount of study has been done on work-related stress. While some of the underlying theories are currently settled and accepted, others are still being investigated and discussed. Work Life Balance Measures are used to facilitate and improve work life balances of working personnel through the role of HR management. This paper describes awareness and effectiveness of the Work and life balance measures required among employees. WLB is a process which creates a win-win situation for both company and potential candidates. This paper will focus on employees working in Chennai City. The study's coverage was restricted to Chennai. The sample size of study was confined to 100. Statistical tools such as Percentage Analysis, One-Sample Kolmogorov-Smirnov Test, Garette ranking and Weighted Average ranking method have been used for the study to aware and to understand how to balance their work and life and to develop their career. Likert Scale Analysis have also been applied to know respondents' awareness about work and life and how it would be effective.

KEYWORDS: *Stress - Work and Life Balances- Awareness on Work and Family Commitments – Challenges / struggles and Coping Strategies.*

INTRODUCTION

The idea of work-life balance is a strategy that anyone can use to boost motivation and productivity among employees. Programs for work-life balance (KONRAD AND MANGEL, 2000) are proposed as a way to encourage employees to go above and beyond the bare minimum needed to keep their jobs. This

general mechanism is explained inside an exchange framework. Greater employee effort may be rewarded by an employer making more general investments in situations where there is some mutual trust and commitment. The reason for this could be explained by Akerlof's gift exchange model. His approach makes the assumption that employees form attachments to the company. Friendship standards govern the giving of gifts. In return for the firm's gift of work-life balance rules, employees can give employers the gift of more effort. Frameworks developed more recently concentrate on general conversations between employers and employees. Employers may observe higher discretionary efforts from staff members when they make investments in their general well-being and professional development in addition to explicit financial incentives. There are a few empirical studies supporting these claims. Work-family conflicts are likely to worsen in international work environments when female employees may have to physically transfer their entire family due to the combined impact of role and cultural novelty (Garris, 2004). Female employees' personal and professional lives are like two sides of a same coin.

SCOPE OF THE STUDY

1. The range of geography of the study is restricted to colleges in different areas of Chennai
2. All the analysis and suggestions are based on the analysis of both primary and secondary data.
3. Awareness about work and life balances among members working in Chennai
4. Effectiveness of work and life balances among respondents in Chennai
5. The Service Organizations like I.T and I.T. enabled service firms are still studying the respondents' work and life requirements and they are still working on satisfying their needs and wants.

NEED FOR THE STUDY

In today's changing world and competitive work environment stress level is increasing both in the workers as well as the managers. Therefore, it is mandatory on the part of any organization to keep their employees stress free in the work environment. This has influenced the researcher to undertake this study i.e., WLB in Service firms taken into study.

OBJECTIVES OF THE STUDY

- a. To investigate how satisfied workers are with the various factors that influence work-life balance.
- b. To determine the primary determinants of employees' work-life balance.

RESEARCH METHODOLOGY

Research Design: An exploratory study was performed in this investigation.

Sample design: Target population, sampling site, sampling elements, sampling technique, and sampling size make up the sample design.

Sample Size: For this study, sample sizes of **100 respondents** were selected

Sampling Method:Based on the respondents' availability and willingness to participate, simple random sampling was employed.

Method of Data Collection: Primary and secondary data were gathered in order to provide an answer to the research question.

Primary Data: It is unique in nature in its unprocessed state. To obtain primary data, the respondents completed a well-structured questionnaire. The questionnaire consists of both closed-ended and open-ended items.

Reliability Analysis: There are several reliability coefficients in existence. One of the most widely used is Cronbach's Alpha, which is based on the average correlation between an item and a test if the items are standardized. The average covariance is employed if there is no uniformity among the items. Since Cronbach's Alpha can be thought of as a correlation coefficient, its value range is 0 to 1.

Table 1 Showing Reliability Statistics

Cronbach's Alpha	NofItems
.743	64

The study's reliability analysis meets the allowed range of over 0.5 for Cronbach's Alpha. The items have a dependability coefficient of 0.743. As a result, the research project moved forward using the structured questionnaire.

Secondary Data: The study also incorporated prior research on social media recruitment as well as secondary data gathered from a variety of books, periodicals, journals, and websites.

Statistical Tools Applied:

- Percentage Analysis
- One-Sample Kolmogorov-Smirnov Test - (K S Test),
- Garrette Ranking Test,
- Weighted Average Ranking Test
- Likert Scale Analysis

LIMITATIONS OF THE STUDY

Every research study will have specific intrinsic constraints that are influenced by the selection of respondents, sampling strategy, and research design. The study has the following drawbacks.

1. Only a few regions in Chennai were included in the survey.
2. There is a cap of 100 on the sample size.
3. Time is one of the primary constraints.
4. Great care was used to choose accurate responses from the participants.

REVIEW OF LITERATURE

MIRYALA, RAMESH KUMAR & CHILA NAGAPRIYA (2012), “A STUDY ON WORKLIFE BALANCE AMONG TEACHERS”This study aims to show how crucial it is for educators working at different levels to put WLB rules into practice. The study examines a number of WLB-related topics, especially as they pertain to academics at both public and private universities. Based on the empirical data, the paper recommends that teachers working in public and private schools, colleges, universities, and professional courses adopt WLB policies. The study's conclusions imply that work-life balance rules and initiatives need to be created in order to better satisfy the needs of the teaching community. Through this study, an attempt has also been made to idealize different personal motives and their significance among different demographic groups, which could provide the basis for laws pertaining to teacher work-life balance.

VANDANA SINGH GAHLAN AND KHUJAN SINGH, “THE EFFECT OF ROLE OVERLOAD AND ROLE AMBIGUITY ON JOB PERFORMANCE OF IT PROFESSIONALS IN INDIA”- VOL.XIII, NO.3, JULY 2014.

The association between job performance and role ambiguity and overload among Indian information technology (IT) professionals is investigated in this study. According to the report, IT workers believe there is a lot of role ambiguity and role overload. Additionally, correlation analysis demonstrated a strong relationship between role overload and role ambiguity and the job program, and multiple regression demonstrated a substantial relationship between role overload and role ambiguity and job performance.

ANALYSIS AND RESULTS:

1 Percentage analysis

TABLE 2 DEMOGRAPHIC DETAILS OF THE RESPONDENTS

Demographic Details		Frequency	Percentage
Residential Area	Central Chennai	45	45
	South Chennai	55	55
	Total	100	100
Age (in years)	Upto 30	51	51
	30– 40	37	37
	Above 40	12	12
	Total	100	100
Educational' Qualification	UG	44	44
	PG	38	38
	OTHERS	18	18
	Total	100	100
Designation	Manager	75	75
	supervisor	9	9
	Sub - Ordinates	16	16
	Total	100	100
Monthly Income (in Rs.)	Less than 20000	65	65
	20000– 30000	18	18
	More than 30000	17	17
	Total	100	100

Work Experience	Less than 5Year	55	55
	5 – 15 Years	25	25
	Above 15 Years	20	20
	Total	100	100

Source: Computed Data

INTERPRETATION

Table2 shows the demographic details of respondents. Respondents have been classified based on Residential State, Age, Educational Qualification, Monthly Income and Work Experience.

2. ONE-SAMPLE KOLMOGOROV-SMIRNOV TEST – (K.S. TEST)

Table3: One-Sample Kolmogorov-Smirnov Test – The most important factor which influences at work

FACTORS	MEAN	RANK
NO CLEAR INFORMATION	3.19	1
SUPERVISION	3.39	2
PAY PACKAGE	4.46	3
JOB PROTECTION	4.51	4
WORKING ATMOSPHERE	4.61	5
HEAVY WORK LOAD	4.94	6
REPETITIVE AND TEDIOUS MOVEMENT	5.98	8
CONFUSION AMONG CO-WORKERS	4.94	6

Source: Computed Data

INTERPRETATION

The above table highlights respondents' opinion about the factors which influences respondents at workplace. Among the 8 factors **“No clear information”** is considered as **first factor** followed by Supervision, Pay Package, Job Protection, Working Atmosphere, a constant rank of Sixfor Heavy Work Load, and **“Confusion among co-workers”** and Repetitive Tedious Movement.

TABLE 3 (A) SHOWING K.S. TEST OF OPINION ABOUT STRESS SYMPTOMS – (HEALTH ISSUES)

SYMPTOMS	OFTEN	SOMETIMES	NEVER	TOTAL	MEAN SCORE	RANK
Pressure	195	56	7	258	2.58	9
Pain	111	110	8	229	2.29	8
Tiredness	99	86	24	212	2.12	5
Blemish	84	76	34	194	1.94	11
High BP	105	60	35	200	2.00	1
Digestive Disorders	72	54	49	175	1.75	10
Sentiment	96	74	31	202	2.02	3
Hopelessness	84	90	27	201	2.01	2
Worry	102	82	25	209	2.09	4
Lack Of Attention	108	100	14	222	2.22	7
Disturbance	84	112	16	212	2.16	6

Source: Computed Data

INTERPRETATION

The above table highlights respondents' opinion about stress symptoms and influences on the respondents at workplace. **Among 11 variables employees high BP is considered as first rank** followed by Hopelessness, Sentiments, Worry, Tiredness, Disturbance, lack of Attention, Pain, Pressure, Digestive Disorders and the last rank was given for Blemish.

TABLE 3 (B) SHOWING THE COPING STRATEGIES TO BALANCE WORK AND FAMILY COMMITMENTS

FACTORS	TOTAL	RANK
Work from home	291	4
Technology like cell phones/ laptops/ internet	262	1
Being able to bring children to work on occasions	287	3
Support from family members	265	2
Other's (specify, like support from friends and colleagues)	395	5

Source: Computed Data

INTERPRETATION

When considering the factors helps one in balancing work and family commitment the 1st rank for technology like cell phones/laptops/internet, 2nd rank for support from family members, 3rd rank for being able to bring children to work on occasions, 4th rank for working from home, and the last that is 5th rank for others like support from friends and colleagues.

3. GARRETT'S RANKING TECHNIQUE

TABLE 4SHOWS GARRETT RANKING METHOD OFSUGGESTION FOR BETTER PERFORMANCE

Suggestions / Table Values	75	61	50	40	25	TOTAL	MEAN SCORE (Total/no.of samples (100))	RANKS
Therapy	(21*75) 1575	(10*61) 610	(26*50) 1300	(43*4) 1720	(0*25) 0	5205	52.05	3
Family Trip	(15*75) 1125	(33*61) 2013	(32*50) 1600	(15*40) 600	5*25 125	5463	54.63	1
Amusement Programs	(27*75) 2025	(21*61) 1281	(16*50) 800	(10*40) 400	(26*25) 650	5156	51.56	4
Job Rotation	(26*75) 1950	(31*61) 1891	(11*50) 550	(16*40) 640	(16*25) 400	5431	54.31	2
Informal &Affiliation Relationship	(11*75) 825	(5*61) 305	(15*50) 750	(16 *40) 640	(53*25) 1325	3845	38.45	5

Source: Computed Data

INFERENCE

The above table shows the GARRETT total score and mean score, which helps to know the ranking of suggestions, Family Trips got 1st rank, followed by Job Rotation, Therapy, Amusement Programs and the least i.e., 5th rank was given to maintenance of Informal and Affiliation Relationship.

4. WEIGHTED AVERAGE METHOD

TABLE 5 SHOWS MOST PREFERRED STEPS FOR ACHIEVING A HEALTHIER WORK-LIFE BALANCE

PREFERENCES	MEAN SCORES	RANKS
Skills used to the maximum level	11.08	2
Treated with Respect	10.67	5
To be a productive Person	10.41	6
Opportunity to develop own abilities	10.5	7
Clear instruction to complete the job	10.75	4
Promotion Possibilities	11.21	1
More Fringe Benefits	9.00	8
Zeal to Work	8.85	10
Training helps to improve the quality of work and Life	8.85	10
Job Protection	10.91	3
More Work Exposure	9.07	9

Source: Computed Data

INTERPRETATION

The above table discloses that 1st Rank was given to “Promotion Possibilities”, 2nd Rank was given to “Skills used to the maximum level”, 3rd Rank was given to “Job Protection”, 4th Rank was given to “Clear instruction to complete the job”, 5th Rank was given to “Treated with Respect”, 6th Rank was given to “To be a productive Person”, 7th Rank was given to “Opportunity to develop own abilities”, 8th Rank was given to “More Fringe Benefits”, 9th Rank was given to “More Work Exposure” and a constant 10th Rank was given to “Zeal to Work” and “Training helps to improve the quality of work and Life”.

5. LIKERT SCALE ANALYSIS:

TABLE 6 SHOWING LIKERT SCALE ANALYSIS OF SATISFACTORY LEVEL OF RESPONDENTS ON THEIR JOB

SATISFACTORY FACTORS	1	2	3	4	5	TOTAL
Job Protection	67	24	48	16	5	160
Security in Night Shifts	63	36	27	28	15	169
Employer-Employee Relationship	60	74	9	0	0	143
Work Culture	48	86	15	16	0	165
Grievance Redressed	54	30	60	40	5	189
Salary	74	30	24	12	0	140

Source: Computed Data

Satisfactory [1 X100]	100
Neutral [3 X100]	300
Highly not satisfactory [5 X 100]	500

Source: Computed Data

INTERPRETATION

By applying Likert Scale Analysis, it is clear that respondents showed **satisfactory opinion** with regard to their job, work culture, redressing system, and pay structure and employer-employees relationship.

The total score of each factor is falling in favorable conditions between favorableness' and Neutral. Hence it is clear that employees' respondents are satisfied towards all these statements.

Among these respondents **are highly satisfied** with Pay structure and employer-employee relationship. **Medium level satisfaction** includes job Protection, work culture and security in night shift's **neutral opinion** with regard to Grievance Redressed System.

SUGGESTIONS

The researcher would like to provide the following recommendations in light of the study that was conducted.

1. Studies show that improved people management practices—specifically, flexible work arrangements and locations and the development of managers who foster employee support—lead to improved work-life balance.
2. Work-life balance efforts have been demonstrated to have an impact on employee hiring, productivity, absenteeism, dedication and satisfaction, retention/turnover, and accident rates.
3. Lastly, self-management is critical; individuals must take responsibility for their own actions and expectations around work-life harmony.

CONCLUSION

This study found and came to the conclusion that the work-life balance issue has gained traction because of the evolving global economy, where businesses frequently run around the clock and technology advancements have made it possible for employees to stay connected at all times. The study's findings implied that companies have come to understand that contented workers are essential to an organization's long-term success and that "burnt-out" workers are essentially worthless. According to this survey, many businesses have developed their own work-life policies to assist their employees in resolving conflicts that may arise between work and personal life.

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