

RESEARCH ARTICLE

Impact of Demographic Variables on Work-Life Balance of Women Employees (with special reference to Bangalore City)

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Abstract

Today we see women working in almost all types of professions demonstrating that there is no gender difference in work. In fact many organisations say that women are playing a major role in uplifting the organization. This is a positive development that women are making their presence felt in different walks of life. On the other hand, for every woman there is one more background to manage. That is home and personal life. Today with increasing demands at work place, the interface between work life and personal life assumed significance which demands more attention. Different factors affect work –life balance and one set of factors could be demographic variables. The present study is undertaken to determine the relationship between the demographic variables and work life balance. Women employees in various professions like IT, BPO, Marketing, Insurance, Banking and Education at Bangalore constitute the universe for the study and a sample of 340 employees is chosen using stratified random sampling method. The hypothesis is tested using chi-square test and it has revealed that there is significant relationship between demographic variables and work life balance.

Keywords: Demographic variables, Work Life Balance, Women employees.

Introduction

There is a saying by the great brilliant scientist Albert Einstein that “Life is like riding a bicycle. To keep our balance we must keep moving”. While riding if there is an imbalance and if the rider is unable to control he may fall down. This is true for all employees who are struggling with work life balance issues especially for women employees who face many challenges both at work place and home. If they are unable to maintain the balance the repercussions will be serious. Today with increasing demands at work place the interface between work life and personal life assumed significance which demands more attention.

Women-Then and Now

Traditionally the role of women was confined to cooking, cleaning, raising children etc. They were looked upon as care giver or as home keeper and were denied access outside home. But now the story is different. They have an important role to play even outside the home. With the improved education and employment opportunities today, most homes became dual earners because of increase in expenses and necessities. The expansion of higher education has also enhanced

job prospects for women and there is a shift in the role models from stay-at-home mothers to successful professional women. Women achieved tremendous progress in every walk of life and made a mark where ever they are. But her role at home has not changed much. The wife still cooks, does household work, takes care of the family members and runs the house. With increase in pressures at work place and important demands at home, the work life balance is at stake.

Demographic Variables and Work Life Balance

Demographic variables such as age, income, experience, marital status influence the women employees in their work life balance. Various studies were conducted in this direction to determine the impact of demographic variables on work-life balance of women employees. Changes in the workplace and in employee demographics in the past few decades have led to an increased concern for understanding the boundary and the interaction between employee work and non-work lives [1, 2]. Work-life balance captured management’s attention in the 1980s, more due to the growing number of women with dependent

children entering the workforce [3]. As per the study,, concluded that women with dependent children are finding it more difficult to balance their life than those who do not have dependent children. Hamilton and Gordon [4] focussed on understanding the work life conflict of never married women without children. Their findings showed that never married women without children do experience conflict specifically work to life conflict and often at similar levels to that experienced by other groups of working women. The major factors - education, income ratio, professional experience, spouse stress and work load are stressors of professional women's work family conflict. MacInnes [5] examined in his research that WLB policies aimed at reduced working hours are often assumed to be of particular interest to workers with family responsibilities such as young children. He expressed that there is a little relationship between worker's family situation and preference for working fewer hours. Dash, et al., [6] comparative analysis of the work life balance scores of different demographic profiles could not suggest that there were statistically significant differences in the perception of work-life balance across different demographic groups.

Objective of the Study

The main objective of the study is to determine if there is a significance relationship between demographic variables and work life balance of women employees working at Bangalore.

Methodology

The present study is mainly based on primary data collected from 340 women employees working in various professions in Bangalore city. A structured questionnaire based on Likert's five point scale was administered among the respondents. Stratified Random Sampling is used for choosing the sample respondents and the sample represents different strata i.e. professions - Teaching, Marketing, Medicine, BPO, Banking, IT, Insurance. The sample composition is as follows: Education: 50 respondents, Marketing: 40 respondents, Medicine: 40, BPO: 60, Banking: 47, IT: 51 and Insurance: 52. Chi-Square test is used to determine the relationship between demographic variables and work-life balance of women employees.

Period of the Study

The main field survey and data collection were carried out during 2010-2011.

Profile of the Respondents

Age-wise Classification of the Respondents

Table 1: Age-wise classification of the respondents

S.No	Age	Number of respondents	Percentage
1.	20-30	194	57.1
2.	30-40	126	37.1
3.	40-50	11	3.2
4.	above 50	9	2.6
Total		340	100.0

Age plays an important role in balancing work-life for women employees. The age of the respondents is classified into four categories. The following table shows the age-wise classification of the respondents. Table 1 shows that out of 340 respondents, 57.1% are in the age group of 20-30, 37.1% are in the age group of 30-40, 3.2% are in the age group of 40-50 and 2.6% are in the age group of above 50. The respondents' marital status is shown in Table 2.

Marital Status of the Respondents

Table 2: Marital Status of the respondents

S.No	Marital status	Number of respondents	Percentage
1.	Married	243	71.5
2.	Unmarried	97	28.5
Total		340	100.0

As per Indian tradition majority of Indian women get married during the age of 20-30 years. Since majority of the respondents are in that age group, it is observed from table 2 that 71.5% are married and 28.5% of the respondents are unmarried.

Experience of Employees

One of the important socio-economic factors for working women employees is experience. The following table-3 shows the classification of respondents on the basis of their years of experience.

Table 3: Experience of employees

S.No	Experience (years)	Number of respondents	Percentage
1.	0 -5	174	51.2
2.	5-10	85	25.0
3.	10-20	66	19.4
4.	20-30	15	4.4
Total		340	100.0

From table 3, it is understood that 51.2% of the respondents have less than 5 years of experience, 25% of employees have put in 5-10 years of

experience, 19.4% have 10-20 years of experience and only 4.4% of the respondents have 20-30 years of experience.

Number of Family Dependents of the Respondents

Table 4: Number of family dependents

S.No	Number of family dependents	Number of respondents	Percentage
1.	None	65	51.2
2.	1-3	224	25.0
3.	3-6	44	19.4
4.	above 6	7	4.4
Total		340	100

Another important factor affecting the work life balance of women employees is number of family dependents. Table 4 portrays that number of family respondents are divided into 4 categories. 51.2% of the respondents have no dependents, 25% of the respondents have 1-3 family dependents, 19.4% have 3-6 family dependents and 4.4% says that they have above 6 family dependents.

Income of the Respondents

Table 5: Income of the respondents

S.No	Income level (Rs.)	Number of respondents	Percentage
1.	below 1 lakh	61	17.9
2.	1-3 lakhs	177	52.1
3.	3-7 lakhs	80	23.5
4.	above 7 lakhs	22	6.5
Total		340	100

Table 5 shows the classification of the respondents on the basis of their income earnings. It is classified into 4 categories. 17.9% of employees earn below 1 lakh per annum, 52.1% of respondents earn between 1-3 lakhs, 23.5% of employees earn between 3-7 lakhs and 6.5 % earn above 7 lakhs.

Type of the Family

Table 6: Family type

S.No	Type of family	Number of respondents	Percentage
1.	Joint family	105	30.9
2.	Nuclear family	235	69.1
Total		340	100.0

The present living style is more dominated by nuclear family which is also observed in the

present sample. Table 6 gives the classification of the respondents based on the type of family: Joint and nuclear family. 30.9% of the respondents belong to the joint family and majority i.e. 69.1% of respondents belong to nuclear family.

Satisfaction with Work-Life Balance

Table 7: Employees satisfaction with work-life balance

S.No	Work-life balance	Number of respondents	Percentage
1.	Very much satisfied	58	17.1
2.	Satisfied	186	54.7
3.	Neutral	68	20.0
4.	Dissatisfied	27	7.9
5.	Very much dissatisfied	1	0.3
Total		340	100

Table 7 shows that 17.1% of the respondents are highly satisfied with their work-life balance, 54.7% of the respondents are satisfied, 20% of respondents are neutral in their respond, 7.9% of women employees expressed dissatisfaction with their work life balance and 0.3% are highly dissatisfied with their work life balance.

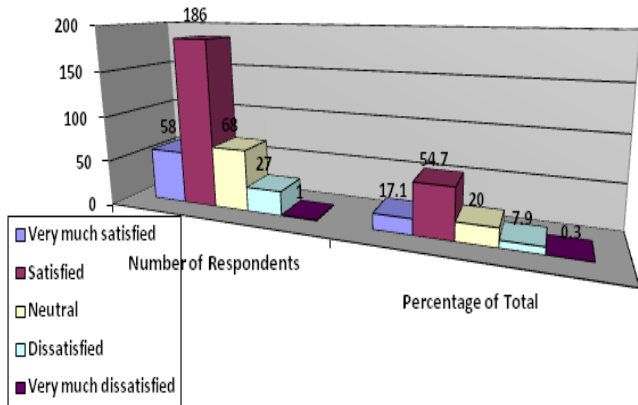
Results and Discussion

Chi-Square test has been applied to determine the relationship between work-life balance of women employees and demographic variables. The following hypothesis is framed for analysing the women employees' opinion on work life balance and demographic variables.

H₀: There is no significant impact of demographic variables on WLB of Women employees

H_a: There is significant impact of demographic variables on WLB of women Employees.

A cursory look at the relationship between demographic variables and work-life balance experienced by the women based on general understanding brings out certain observations. As age progresses and women get married they will have more responsibilities at home to handle that affects their work life balance. As their length of service increase their responsibilities at work place will increase while moving up their career ladder. The extent to which their economic needs can be met depends upon their income levels. Women employees living in a joint family will have more responsibility at home but at the same time she need not worry about their children as they will be taken care by other



members when she is not at home. It is quite natural that with increasing number of dependents she will have more responsibilities that may affect her work-life balance. This reveals that there is some relationship between demographic variables and work-life balance. This is empirically tested using chi-square test.

References

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Table 8 clearly depicts that there is a significant relationship between all demographic variables - age, experience, marital status, income, type of family, number of dependents and perception of work-life balance of women employees. Therefore the null hypothesis is rejected and alternate hypothesis is accepted. This is conformity with the general understanding of the relationship between demographic variables and work life balance.

Conclusion

Based on the analysis it is concluded there is significant relationship between demographic variables and work life balance of women employees. The relationship between demographic variables and work-life balance of employees will be an important input in designing appropriate policies for employees to address work-life balance issues. Work-life balance initiatives designed to help employees balance their work and personal lives are not only an option, but also a necessity for many employers today.