

Work Life Balance of Women Working in Small And Medium Enterprises at Rajapalayam Taluk

^{*}D. RADHA, [#]Dr. G. MURUGESAN,

^{*}Ph.D Research scholar (Full Time), [#]Research guide, [#]Associate professor, Department of Business Administration, V. H. N. Senthikumara Nadar College, (Autonomous), Virudhunagar, India.

ABSTRACT - In the current scenario, all the employees working in different industrial and service sectors face many problems due to globalization, emerging of modern technologies, varied services, and uprising of innovation, cultural differences and creativity explosion. Maintaining a balance between one's personal and professional life has become a prominent topic in the society. Particularly, the women working in small and medium enterprises faced lots of obstacles in their personal life and work. As per our traditional practices, woman is the primary responsible person for the family to the day to day activities of the family. So, the women have to manage their family as well as the work in a successful way. There are 150 women working in small and medium enterprises are taken for this study. This study aims to find the issues faced by the women working in small and medium enterprises and to suggest some ways to improve the work life balance.

Key words: Working Women, Small and Medium enterprises, Work life balance.

I. INTRODUCTION

Changes in the functioning of the enterprises, influenced by various social and market factors, and changes in attitudes and social expectations of the employees make the companies look for the best possible solutions in the area of human resources management. It is accomplished by extensive and complex procedures and tools used in the execution of the HR function. This can be seen especially in large organizations that have developed, formalized personal strategies to further the objectives taking into account the needs of the organization and employees as well. However in the case of small and medium size enterprises personnel function is sometimes performed to a limited extent, often in an intuitive way.

It is a universal fact that small and medium size enterprises cannot compete in the same way with these high standards. However, recent examples have shown that a suitable work environment, techniques for reducing the stress factors, strategies to create workplaces with a more ethnical diversity and profound benefits for women, as well as the efforts in making the workers feel more liable to their jobs are possible in small and medium size enterprises and have real benefits for their growth and productivity. At the same time, these approaches could be beneficial for developing countries in a large scale since small and medium enterprises play a major role in most of these economies.

Nowadays there are many women working in private business enterprises to meet their financial and social needs. The increasing demand in the society, cost of living and expenses for children's education etc. pushes the women to

earn and share equally in the financial needs of the family. But, as per our tradition woman is the sole responsibility person for the family and childcare, cooking and other household activities. This twin role of the women in work and family coincide with each other leads to imbalance.

II. REVIEW OF LITERATURE

Lavanya and Thangavel (2013) studied that the impact of demographic factors in the usage of work-life balance practices in the organization. The study found that the level of management and annual income influence the take up of flexible work practice and age, number of dependents and level of management influence the use of work life balance practice related to career growth practices.

Sahana Maiya and Dr. M.M. Bagali (2014) The present paper based on empirical work, provides a deep insight of work life balance of working mothers in Public and Private sector. The study reveals that women are influenced for the motivational factors Women above 40 years of age in both sectors are not much affected by personal, balancing and motivational factors but are greatly affected by career advancement and organizational support factors.

Delina and Raya (2013) have assessed the prevalence of work/life among married working women of academic, IT and healthcare sector. 60 married women from each sector were chosen randomly. For the purpose of the study, questionnaire was prepared and distributed among working women employees. The results of this study show that respondents find it very hard to have time for themselves by means of hobbies/leisure activities or maintain friendships

and extended family relationships due to long working hours.

STATEMENT OF THE PROBLEM

The Indian scenario has been changing drastically due to globalization, high degree of competition and work culture of organization. Today women working in India are continually challenged by the demands of over workload in family and enterprises. The women working in small and medium enterprises were recently increased to satisfy their financial and social needs of the family. At the same time, they have the family responsibilities and child care and it leads to role conflict. This role conflict of working women disturbs their work life balance and causes stress.

OBJECTIVES

- To study the demographic profile of the respondents and its influence towards work life balance of working women in small and medium enterprises.
- To study about the satisfaction level in both work and family of the women working in small and medium enterprises.

- To know about the symptoms of stress reduction in both work and family of the women working in small and medium enterprises in Rajapalayam taluk.

III. RESEARCH METHODOLOGY

- Descriptive research design is used in this study.
- Sampling method used for the study is stratified random sampling.
- Primary data was collected from the women employees working in small and medium enterprises at Rajapalayam Taluk. Secondary data was collected from various journals, magazines, books and websites.
- Sample size is 150. There are 150 women employees working in different small and medium enterprises were selected for this study.
- Statistical tools such as Percentage analysis, Independent Sample T Test, Chi-square test and Friedman test were used.

IV. ANALYSIS AND INTERPRETATION

Table – 1: Demographic Factor of the Respondents

S. No	Demographic Factors	Category	Frequency	Percentage
1.	Age	20-25 years	35	23.3
		26-30years	54	36.0
		31-35 years	26	17.3
		36-40years	17	11.3
		41-45 years	6	4.0
		46-50years	12	8.0
		Total	150	100
3.	Marital Status	Married	69	46.0
		Unmarried	42	28.0
		Divorced	30	20.0
		Widow	9	6.0
		Total	150	100
4.	Education Qualification	SSLC	39	26.0
		HSC	48	32.0
		UG	33	22.0
		PG	19	12.7
		Others	11	7.3
		Total	150	100
5.	Type of Family	Nuclear	92	61.3
		Joint	58	38.7
		Total	150	100
6.	Work Experience	1- 3 yrs	45	30
		4-7 yrs	77	51.4
		8-10yrs	23	15.3
		Above 10 yrs	5	3.3
		Total	150	100
		Total	170	100
8.	Income	Below Rs.5000	37	24.7
		Rs.5000-Rs.10000	48	32
		Rs.10000-Rs.15000	24	16
		Rs.15000-Rs.20000	25	16.7

		Above Rs.20000	16	10.6
		Total	150	100
9.	Health is Affected by Stress	Yes	102	68
		No	48	32
		Total	150	100
10.	Music/Dance technique to control the symptoms of stress	Yes	98	65.33
		No	52	34.67
		Total	150	100

The above table it is inferred that 36.0% of the respondents are belongs to age group of 26-30 years, 32.0% of the respondents are Higher secondary school level of education, 46.0% of the respondents are Married, 61.3% of the respondents are Nuclear, 51.4% of the respondents are 4-7 years working experience, 32.0% of the respondents are Rs.5000-Rs.10000 monthly income level. 68.0% of the respondents health is affected by stress, and 65.33% of the respondents are music/dance technique to control the symptoms of stress.

INDEPENDENT SAMPLE T TEST

H₀₁: There is no association between Educational and satisfaction level of women employees.

H_{A1}: There is an association between Educational and satisfaction level of women employees.

Table – 2: Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	22.1.Give satisfaction level of working women- 22.2.Educational Qualification	-.028	.347	.258	-.751	.695	-.080	20	.347

The 'p' value that is paired samples t test reads a significant level of 0.000 at 5% level of significance. The value of 0.347 being greater than the significant level of 0.05, the null hypothesis is accepted. Hence there is no significant relation between level of satisfaction and educational qualification.

CHI-SQUARE TEST

H₀₁: There is no association between the designation and work life balance of women employees

H_{A1}: There is association between the designation and work life balance of women employees.

Table -3: Chi-Square Test

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.615 ^a	4	.000
Likelihood Ratio	31.732	4	.000
Linear-by-Linear Association	5.782	1	.016
N of Valid Cases	150		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is 1.50.

The p value that is Pearson chi-square test reads a significant level of 0.000 at 5% level of significance. The value of .016 being greater than the significant level of

0.05, the null hypothesis is accepted. Hence there is no association between the designation and work life balance of women employees.

ANALYSIS OF FRIEDMAN TEST

Null hypothesis H₀₂: There is no difference in the ranks of the strategies at work place to reduce stress.

Alternate hypothesis H_{A2}: There is difference in the ranks of the strategies at work place to reduce stress.

Table 4: Friedman Test

Particulars	Mean Rank	N Value	P value
Visit to friends and relative house	2.76	150	0.000
Family tour	2.67		
Develop positive thinking	3.13		
Strategy at work place to reduce stress-Proper time management	2.82		
Sharing family responsibility	3.61		

As the computed p value less than, the above null hypothesis is rejected at 5% level of significance. Hence it is concluded that there is difference in the ranks of the different strategies at work place to reduce stress. The mean rank of schedule the work is 2.67 and it is the minimum value. This indicates that respondents have given high rank to schedule the work.

V. FINDINGS

Demographic Profile: 36.0% of the respondents are belongs to age group of 26-30 years, 32.0% of the respondents are Higher secondary school level of education, 46.0% of the respondents are Married, 61.3% of the respondents are Nuclear, 51.4% of the respondents are 4-7 years working experience, 32.0% of the respondents are Rs.5000-Rs.10000 monthly income level. 68.0% of the respondents health is affected by stress, and 65.33% of the respondents are music/dance technique to control the symptoms of stress

Independent Sample T Test: The 'p' value that is paired samples t test reads a significant level of 0.000 at 5% level of significance. The value of 0.347 being greater than the significant level of 0.05, the null hypothesis is accepted. Hence there is no significant relation between level of satisfaction and educational qualification.

Chi-Square Test: The p value that is Pearson chi-square test reads a significant level of 0.000 at 5% level of significance. The value of .016 being greater than the significant level of 0.05, the null hypothesis is accepted. Hence there is no association between the designation and work life balance of women employees.

Friedman Test: As the computed p value less than, the above null hypothesis is rejected at 5% level of significance. Hence it is concluded that there is difference in the ranks of the different strategies at work place to reduce stress. The mean rank of schedule the work is 2.67 and it is the minimum value. This indicates that respondents have given high rank to schedule the work.

VI. SUGGESTIONS

- The women employees may control their emotions to balance their activities to maintain work life balance.
- Working women can go family tour and spend more time with their family to reduce stress in their family.
- The small and medium enterprises can give paid leave for short period of time to manage their emergency situations.
- Classes for stress relaxation exercise, meditation and yoga can be provided to women employees with free of cost to overcome their stress.

VII. CONCLUSION

Nowadays, women employees and their contribution are increased almost in all types of profession. It is also

necessary for the organisations to set rules and policies to ensure good work life balance to women employees and that can help employers to get good results in future from their employees. The women working in small and medium enterprises were faced lot of struggles regarding work and family. This conflict between work and life causes stress and work life imbalance. In turn that makes the women employees to perform more efficient in work. By improving the work life balance, women can be empowered both socially and economically and also the small and medium enterprises will get good employer branding. The opinions collected helped us to determine a rule in personnel relations in small and medium enterprises. The personnel internal relations influencing in strongest way the employees' abilities in maintaining work life balance, were the most favorable in small and medium enterprises.

REFERENCES

- [1] Aswathappa. K., "Human Resource & Personnel Management", Tata McGraw-Hill., 4th Ed.
- [2] Kothari.C.R, "Research Methodology", New Age International Publishers, 2008.
- [3] Gupta.S.P, "Statistical Methods", Sultan Chand & Company, 1998.
- [4] Lavanya, L., and Thangavel, N (2013), "Work-Life Balance Practices and Demographic Influence: an Empirical approach", IOSR Journal of Business and Management, Vol.16, No.1, pp.104-111.
- [5] Sahana Maiya and Dr. M.M. Bagali(2014) An empirical investigation on work-life balance among working mothers: emerging hrn interventions, International Journal of Business and Administration Research Review, Vol.1, Issue.5, April-June, 2014.
- [6] Delina G and Raya, Prabhakara R (2013): A study on Work-Life Balance in Working Women, IRACST – International Journal of Commerce, Business and Management, 2 (5), 274-282.