"A Study on Work Life Balance Policies and its impact on Employees in Retail Industry"

Venkata Naga Manjula P
Research scholar , KL University

Sreenivasa Rao D
Professor , KLEF (deemed to be University)

Abstract

Work-life balance is a broad concept and it focuses on categorizing the importance of both work and personal life such that a balance is maintained. Work is described as job, employment, career path, professional upliftment, occupation and means of earnings, whereas life is often described as pleasure, leisure, family, health and spiritual development. Hence, it is easier to say that the work-life balance means the achievement of meaningful enjoyment within the four quadrants of life – work, family, friend circle and self. The research is conducted for analysing work life balance in Retail industry in Bangalore Region. The objective of the study is to analyse the factors of work life balances and its impact on professional and personal life. The study is based on different elements of the practice of employees in Retail Industry in terms of work life balance.

Keywords: *Work life balance, working problems and adjustments, Retail Industry.*

Introduction

Humans are the only assets which can assist any organization to go beyond the imaginations; every human being is associated with three sorts of life; Personal Life, Professional Life and Social Life and to keep the right balance into these are very much essential for every human being. The work life is totally dependent on the above mentioned three lives of any human being, Failure and success of any two affects the third positively or negatively for sure.

How to use humans is also an art which is known as Human Resource Management which is the procedure of enlistment and choosing employee, giving direction and acceptance, preparing and advancement, evaluation of worker (execution of examination), giving remuneration and advantages, propelling, keeping up appropriate relations with workers and with worker's organizations, keeping up representative's well-being, welfare and solid measures in consistence with work traditions that must be adhered to. It is likewise a procedure to bring associations

and laborers or individuals together to accomplish the ideal objectives for an association.

Generally, employees spend one-third of their life at the organizations where they work but it is also found that at some of the designations employees of Retail Industry spend half of their life at their workplace majorly and this working lifestyle might create some of the mental, physical or psychological problems for the employees. The stress might affect the effectiveness in coping the responses, temperament and other social resources of an individual. The purpose of this paper is majorly to uncover the level of Quality of Work life of Employees and also to find out the impact of occupational stress on Quality of Work of Life.

Objectives of the Study

1. To analyse the perception of retail industry employees towards lack of management support regarding Work Life conflict

2. To identify whether employees are satisfied with their job environment or not in Retail Industry

Research Design

1	**Population or Universe:** - The sample of respondents is from Retail Industry in Bangalore region. So whole Bangalore region is universe for this study.
2	**Sampling technique:** - This study will be carried out in the Bangalore region among retail industry employees. The study was conducted with pre structured questionnaire. Thus, these results suggested that the instrument was reliable and valid for use for this study.
3	**Sample size:** - The explored target is to 400 samples tentatively from the retail industry in the present study.
4	**Questionnaire design:** Self-structured questionnaire was formulated pre-tested and then applied to gather information with the aim to solve the explored problem. In the questionnaires 5 points of Rensis Likert scale technique will be used.

Hypothesis Framework

S.No.	Hypothesis Statement
1	**Ho1:** Retail Industry Employees are not facing lack of management support regarding Work Life conflict **Ha1:** Retail Industry Employees are facing lack of management support regarding Work Life conflict
2	**Ho2:** Retail Industry Employees are not satisfied with their Job environment **Ha2:** Retail Industry Employees are satisfied with their Job environment

Data Analysis and Interpretation

The Data collected for the study analyzed below –

A) Demographic Details –

Sample Characteristics	Category	Count	Percent
Age	20-30	103	26%
	30-40	182	45%
	40-above	115	29%
	Total	**400**	**100%**
Experience	1-2 yr	80	20%
	2-5 yr	180	45%
	>5 yr	140	35%
	Total	**400**	**100%**
Marital Status	Single	283	71%
	Married	117	29%
	Total	**400**	**100%**

Interpretation – From the above table it is revealed that out of 400 respondents 182 belongs to age range in between 30-40, 115 respondents above 40 years and 103 respondents is in the age range of 20-30. Experience wise out of 400 respondents 180 employees having 2-5 years of work experience, 140 having more than 5 years and 80 having 1-2 years of experience. And Marital Status showing that 283 are single and 117 respondents married in the study.

B) Working Hours per day

Working hours per day	Count	%
8 hrs	200	50%
9 hrs	132	33%
10 hrs	60	15%
12 hrs	8	2%
Total	**400**	**100%**

Working hours per day

8 hrs	50%
9 hrs	33%
10 hrs	15%
12 hrs	2%
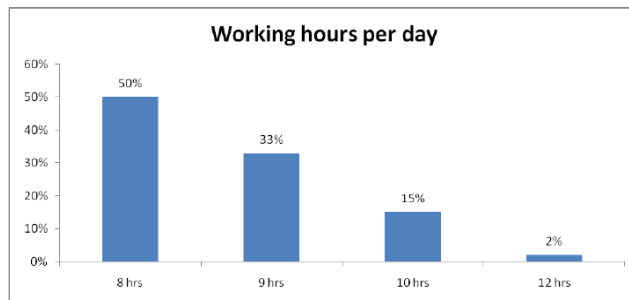
Interpretation – The average working hours for all employees come to 9.5 hr. As it can be concluded that there more than 50 percent of respondent agreed to work about 8 hours per day. About remaining 50 percent of workers reported to work more than 8 hours per day. There are also 15 percent of employees who work about 10 hours per day. Long working hours can be one of the major causes of work life issues in Company.

C) Testing of Hypothesis

1. **Hypothesis for Management Support**

   Ho1: Retail Industry Employees are not facing lack of management support regarding Work Life conflict

   Ha1: Retail Industry Employees are facing lack of management support regarding Work Life conflict

a) Scale Items

Scale Items	Variables
Management is only interested in profits and efficiency	MgmtSuprt1
Welfare of employees is least important for my company	MgmtSuprt2

b) Frequency Distribution Summary

		Strongly Disagree	Disagree	No Idea	Agree	Strongly agree
	Variable	**1**	**2**	**3**	**4**	**5**
Management Support						
Management is only interested in profits and efficiency	MgmtSuprt1	7.8%	34.8%	12.0%	31.0%	14.5%
Welfare of employees is least important for my company	MgmtSuprt2	9.3%	41.0%	9.3%	21.5%	19.0%

c) Mean Distribution

Variables	Mean	Std. Deviation
MgmtSuprt1	3.09	1.24
MgmtSuprt2	3.00	1.32

Mean

MgmtSuprt1	3.09
MgmtSuprt2	3
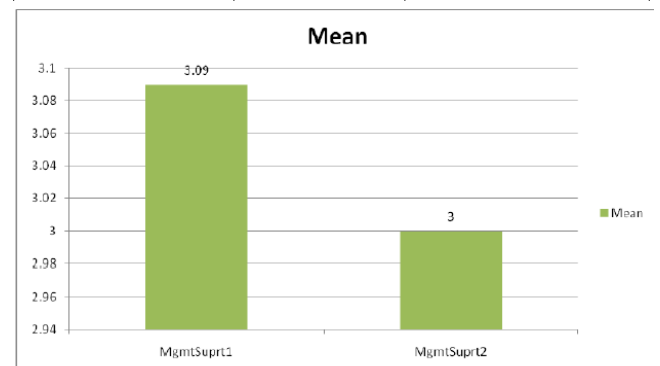
Figure: Mean Distribution

One Sample t-test Result

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
MgmtSuprt1	400	3.0975	1.24171	.06209
MgmtSuprt2	400	3.0000	1.32642	.06632

One-Sample Test

					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
MgmtSuprt1	1.570	399	.117	.09750	-.0246	.2196
MgmtSuprt2	.000	399	1.000	.00000	-.1304	.1304

Interpretation – The p value for all the dimensions are < 0.05, therefore, it can be concluded that "the population mean and sample mean are significantly different". And as per mean value analysis it can be concluded that employees agreed that management is not concerned with work life balance issues of the workers.

From the above analysis we can reject null hypothesis and state that Retail Industry Employees are facing lack of management support regarding Work Life conflict

2. **Hypothesis for Job Satisfaction**

Ho2: Retail Industry Employees are not satisfied with their Job environment

Ha2: Retail Industry Employees are satisfied with their Job environment

a) Scale Items

Scale Items	Varaibles
I believe that Organisations' work/life policies impact employee productivity	JobSat1
I feel a strong sense of belongingness to my company	JobSat2
I feel a strongly motivated towards my work	JobSat3
Overall, I am satisfied with my job	JobSat4

b) Frequency Distribution Summary

		Strongly Disagree	Disagree	No Idea	Agree	Strongly agree
	Variable	1	2	3	4	5
Job Satisfaction						
I believe that Organisations' work/life policies impact employee productivity	JobSat1	11.8%	16.0%	6.0%	51.5%	14.8%
I feel a strong sense of belongingness to my company	JobSat2	15.3%	23.3%	5.3%	39.0%	17.3%
I feel a strongly motivated towards my work	JobSat3	10.8%	28.5%	11.5%	40.3%	9.0%
Overall, I am satisfied with my job	JobSat4	12.5%	12.5%	7.5%	37.5%	30.0%

c) Mean Distribution

Variable	Mean	Std. Deviation
JobSat1	3.41	1.25
JobSat2	3.19	1.37
JobSat3	3.08	1.21
JobSat4	3.60	1.35
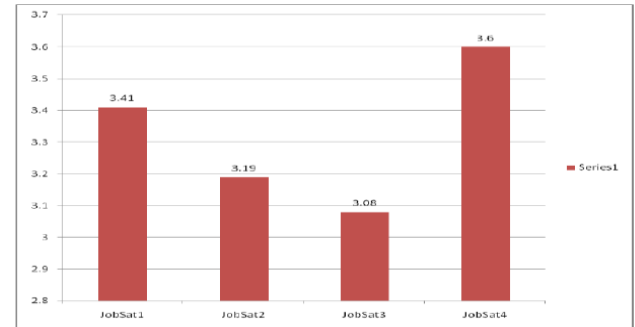
One Sample t-test Results

One-Sample Statistics	N	Mean	Std. Deviation	Std. Error Mean
JobSat1	400	3.4150	1.25168	.06258
JobSat2	400	3.1975	1.37412	.06871
JobSat3	400	3.0825	1.21424	.06071
JobSat4	400	3.6000	1.35816	.06791

One-Sample Test					95% Confidence Interval of the Difference	
				Test Value = 3		
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
JobSat1	6.631	399	.000	.41500	.2920	.5380
JobSat2	2.875	399	.004	.19750	.0624	.3326
JobSat3	1.359	399	.175	.08250	-.0369	.2019
JobSat4	8.835	399	.000	.60000	.4665	.7335

Interpretation - The p value for all the dimensions are < 0.05, therefore, it can be concluded that "the population mean and sample mean are significantly different". And as per mean value analysis it can be reveals that employees seem to be satisfied with job and company policies.

From the above analysis we can reject null hypothesis and state that Retail Industry Employees are satisfied with their Job environment.

Conclusion

Employees seem to be satisfied with job and company policies. They believe that

company's work-life policies impact employee productivity and being an employee, they felt sense of belongingness with company and is not strongly motivated towards work. Respondents feel strongly motivated towards work and overall, they are satisfied. It can be concluded that there is positive relationship between quality of work life balance issues and Job satisfaction among Retail Industry employees. Overall all employees believed that more flexible working hours are most important factors to improve quality of work life. Even though there cannot be fixed numerical ratio for work life balance, the correct blend of work and life shall be arrived at only by constant and continuous effort in managing such balance by innovative approaches and working practices. It is essential to examine the causes for the work life balance to formulate suitable strategies to minimize it for better delivery of services.

Suggestions and Recommendations

- Working hours, working days, and working shifts plays an important role on the work life balance of employees. Management should conduct some programs and sessions for encouraging employees and make them feel positive for their work.

- All the work life benefits, procedure and policies of the management and education department need to be put together and communicated to the entire teachers. It is essential to publish them as a package and post them on the website of the education department.

- More than setting down policies for work life balance, it is important to implement them and make sure that they work.

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