

A Study on Impact of Demographic variables On Work Life Balance of Banking Professional with Special Reference to Saurashtra Region.

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Abstract:

Purpose: *Work Life Balance is a critical issue for an individual employee and as well for organization. The literature suggests five factors namely Demographic Factors (Age, Gender, Marital Status, and Family Size, Dependents at home, Support of Spouse and Spouse's working arrangements.) Supportive Work Culture (Support from Superior, Support from Peers, Support from Subordinates and Years of Experience.) Working Conditions (working in shifts, Overtime and Work pressure.) Work Provisions and travelling distance from work that significantly affect the Work Life Balance of Professionals. This study aims to understand the impact of Demographic variables on balancing work and personal life of employees.*

Methodology: *A sample of 100 banking professionals from saurashtra region has be covered for this research. . The primary data has been collected using structured questionnaire method.*

Findings: *It was found that so there is an association the demographic factors like age, gender, marital status, experience, income and type of family and work life balance. It was also concluded that there is no association between the educational qualification of the respondents and the work life balance.*

Key words: *Work Life Balance, personal needs, social needs, time management, team work compensation demographic factors.*

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Introduction:

Happy Employees = Happy Customers = Success (Personal & Organizational).

Happy employees can create a successful organization. The success of any organization is depends on employees. According to a Harvard Business School survey 94% of service professionals put in 50+ hours a week. Because of long working hours it is difficult for employees to manage their personal and professional life. Work Life Balance is a critical issue for an individual employee and as well for organization. So organization should try to help employees to balance their personal and professional lives. According to Shaikh & Dange (2017) five factors namely Demographic Factors (Age, Gender, Marital Status, and Family Size, Dependents at home, Support of Spouse and Spouse's working arrangements.) Supportive Work Culture (Support from Superior, Support from Peers, Support from Subordinates and Years of Experience.) Working Conditions (working in shifts, Overtime and Work pressure.) Work Provisions and travelling distance from work that significantly affect the Work Life Balance of Professionals.¹

Work Life Balance:

Research on 'Understanding Work Life Balance' survey of 2,000 working professionals done by Monster.com. Collectively, 67% of India's working professionals either sometimes, often or always think about work when not at work. About half of the respondents in relationships currently, confessed that the lack of work-life balance makes them or their partners irritable or ill-tempered. Lack of sleep (17%), depression (16%), anxiety & irritability (9%), hypertension (4.5%) came up as the top work-related illnesses. Back pain (15%), frequent headaches & fatigue (14%), and obesity (5%) came up as other stress related physical illnesses.²

To understand the contributing factors of work life balance, the model derived by Pareek, U., & Purohit, S. (2010) was used in this study.³ generally, the work life balance consists of six components: Social needs, Personal needs, Time management, Team work, Compensation and Benefit, and Work. Personal needs consists of taking care of family members, health and attend household requirements. When an individual is not able to fulfil these needs, it leads to frustration and health related problems. Social needs consists of taking time for social functions and for society. When an individual is not able to fulfil these needs, it could lead to stress. Time management needs consists of meeting deadlines without overtime. If these needs can't be fulfilled, it leads to unproductivity. Team work consists of sharing work with colleagues whenever required. Good team will improve work satisfaction. Compensation

consists of getting compensated for efforts, monetary dissatisfaction will leads to frustration and poor productivity. The last component is work itself. The type of work makes the person satisfied. Here it is important for organization to assign right kind of job to right person.it can be clearly seen the first three components are related to personal and latter three components to the work life.³

Literature Review:

1. Bhandari & Soni (2015) studied Impact of Gender, Age and Work Experience on Satisfaction towards Work Life Balance with special reference to Bank of Baroda, Udaipur. The purpose of this study was to analyse the impact of demographic variables (age, gender and experience) on work life balance. Study concluded that Female employees' are satisfied and able to manage their working in bank and personal life but male employees are not satisfied and unable to manage their personal and professional life due to long working hours, it's too hard to take time off for their personal matters during work, Bank is not providing any parental leave as in case of female employees they get maternity leave. With reference to age issue study concluded that employees between age group 20-34 neither completely satisfied nor completely dissatisfied. But at the age 35-54 showed they are dissatisfied and unable to manage their personal and professional life. In age 55 and above they are in exit mode (at retirement age) and resolved their conflict with balancing their personal needs and professional requirements. Satisfaction towards work life with job experience up to 7 years showed that they are neither totally satisfied nor dissatisfied .After 7 years they became dissatisfied because after 7 years of experience it's still too hard to take time off during work to take personal /family matters.
2. Doble & Supriya (2010) studied Gender Differences in the Perception of Work-Life Balance. Paper addressed work-life balance across genders. The study found that both men and women reported experiencing work life imbalance. Both men and women did not have enough time to spend with their families and moreover work pressures affected quality the of family life. Both men and women have a strong belief that flexible working hours will enhance the work life balance. Home working was also another factor which was preferred by both men and women and it was believed that it would enhance work life balance. Women felt that child care facilities should be available in working places to ensure work life balance. Work has an adverse effect on both men and women, as it affects their health and even their sleep. Both genders opined that a supportive work environment is helpful in achieving work life balance.
3. V.Vijay Anand, V. Rengarajan, R. Renganathan, B. Swathi, S. Udhaya and N.Vardhini (2016) studied," Employee Work-Life Balance – A Study with Special Reference to Rural Employees." The main objective of this study was to analyse the association between demographic variables of respondents

and employee work-life balance. The finding suggests that there is an association between the demographic factors and employee work-life balance. It was concluded that there is an association between the demographic factors viz., age, gender, marital status monthly income, employment level, family, sector, and the experience of the respondents with the employee work-life balance. The researcher also concluded that there is no association between the educational qualification of the respondents and the work life balance. Study also concluded that Working hours, Family, Management and Stress affect work life balance.

Conceptual Framework:

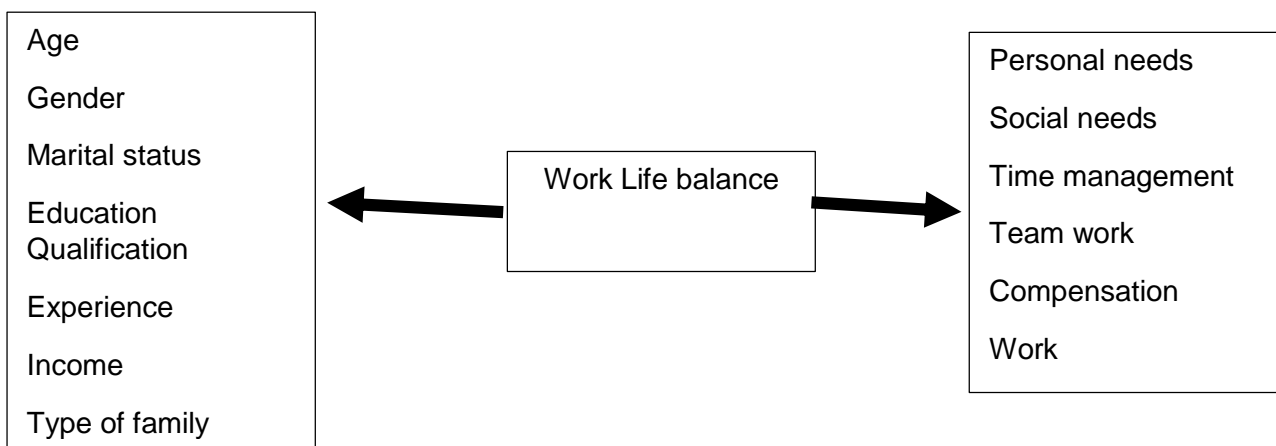


Chart No. 1: Conceptual framework of the study

Scope of Study:

The scope of study is limited to studying impact of demographic on work life balance of banking professionals with special reference to saurashtra region.

Research Objectives:

1. To study work life balance practices in banking industry.
2. To study the impact of demographic variables on work life balance of teaching professionals with special referee to saurashtra region.
3. To give suitable suggestions to employer for improving work life balance practices.

Research Design:

In this research, the researcher has selected exploratory research design because the researcher wants to explore the topic in depth.

Sample Design:

- **Sampling Method:** Non-probability convenient sampling method
- **Sample size:** 100
- **Sample unit:** Employees working in banking industry, Saurashtra region.

Data collection method:

Primary data has been collected by using data collection instrument as questionnaire. Secondary data has been collected from journals, books, etc.

Demographic Profile of Respondents:

- The demographic profile of employees whose age ranged from 24 to 60 years and had an average age of 34 years.
- 35% of the employees are male while 65% of the employees are female.
- 71% married and 29% unmarried.
- Educational qualification ranged from Graduate 2%, post graduate 68.6%, Professional qualification 11.8% and PhD Scholars 17.6%.
- The work experience ranged from 0 to 5 years 19.6%, 6 to 10 years 27.5, 11 to 15 years 29.4, 16-20 11.8% and above 20 11.8%.
- Annual income of employees ranged from less than 10,000 4%, 10,001-20,000- 22%, 20,001-30,000-32%, 30,001-40,000- 22% and Above 40,000 -20%.
- 64.7% respondents are living in joint family and 35.3% living in nuclear family.

Data Analysis & Interpretation:

Table No.: 1 - Table showing employees able to attend my household requirements. (personal needs)

Scale	No. of respondents
Strongly Disagree	2
Disagree	2
Neutral	11
Agree	19
Strongly Agree	16
Total	50

Source: Questionnaire

Interpretation: From the above table, it can be seen that employees can moderately manage their personal life with work.

Table No.: 2 - Table showing employees can easily take leave at the time of social emergencies.(social needs)

Scale	No.of respondents
Strongly Disagree	6
Disagree	18
Neutral	9
Agree	9
Strongly Agree	8
Total	50

Source: Questionnaire

Interpretation: From the above table, it can be seen that employees cannot easily take leave and they cannot enjoy their social life with work.

Table No.: 3 - Table showing employees can meet prescribed deadlines and schedules, without affecting my home life. (Time management)

Scale	No.of respondents
Strongly Disagree	2
Disagree	11
Neutral	13
Agree	15
Strongly Agree	9
Total	50

Source: Questionnaire

Interpretation: From the above table, it can be seen that employees can manage time for work and home.

Table No.: 4- Table showing employees can share the work with my colleagues whenever needed.

(Team)

Scale	No.of respondents
Strongly Disagree	1
Disagree	7
Neutral	11
Agree	17
Strongly Agree	3
Total	50

Source: Questionnaire

Interpretation: From the above table, it can be seen that employees can manage their work with the help of colleagues.

Table No.: 5 - Table showing employees can get compensated for my efforts in the organisation.(compensation)

Scale	No.of respondents
Strongly Disagree	9
Disagree	9
Neutral	13
Agree	7
Strongly Agree	11
Total	50

Source: Questionnaire

Interpretation: From the above table, it can be seen that employees are not getting enough compensation for their efforts.

Table No.: 6 - Table showing employees can love to do the kind of work i do,without any stress.

(Work)

Scale	No.of respondents
Strongly Disagree	1
Disagree	5
Neutral	4
Agree	17

Strongly Agree	23
Total	50

Source: Questionnaire

Interpretation: From the above table, it can be seen that employees love the kind of work without any stress.

Statistical Tests:

Reliability test

For checking internal consistency of the instrument, reliability analysis technique cronbach alpha was performed in SPSS. This technique is used to measure whether instrument is reliable, internally consistent or not. Cronbach alpha should be more than 0.7.

Table No.: 7 - Reliability Statistics

Cronbach's Alpha	Iteams
0.778	Work Life balance

Interpretation: Here Cronbach alpha is greater than 0.7. It is 0.778 and 0.748 which means instrument is reliable and internally consistent.

Testing Of Hypothesis:

As the data is ordinal, we will apply non-parametric test and use chi-square test for testing of hypothesis.

Chi Square Test: This test is used to examine association between two variables.

Hypothesis:

1. H0: There is no association between demographic factors of respondents and the employee work-life balance.
H1: There is an association between demographic factors of respondents and the employee work-life balance.

Table No.: 8 - Chi-square test between demographic factors and work-life balance

Sr No.	Factors	χ^2 Value	Significance	Decision
1.	Age	8.83	0.044	Reject

2.	Gender	4.67	0.031	Reject
3.	Marital Status	3.72	0.039	Reject
4.	Education Qualification	15.32	0.548	Accept
5.	Experience	3.69	0.023	Reject
6.	Income	2.23	0.017	Reject
7.	Type of family	2.26	0.048	Reject

Interpretation: From the Table 9, it was concluded that null hypothesis is rejected so there is an association the demographic factors like age, gender, marital status, experience, income and type of family and work life balance. It was also concluded that there is no association between the educational qualification of the respondents and the work life balance, since the null hypothesis is accepted.

Findings:

Following are the major findings of the study:

- There is an association between the demographic factors and employee work-life balance.
- There is no association between the educational qualification and the work life balance.
- Employees can moderately balance their personal and professional life.
- Employees are not getting leave so its affect their social life.
- Employees are happily satisfied with their job and its affect positively for organisation.

Suggestions:

- Organisation should help the employees to achieve their work and personal life.
- Majority employees find difficult to take leave during social emergencies so organisation should frame leave policy in proper manner.
- Again employees love their job and its positive sign for banking professional.
- Organisation should help the employees to enhance their social life.
- Organisation should give membership fees of social clubs to employees so they can enjoy their social life.

Conclusion:

On the basis of this study, it can be concluded that employers have realized the importance of work life balance. By framing policies, training program employers can help employees to achieve their work life balance.

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