

A STUDY ON WORK LIFE BALANCE WITH REFERENCE TO CELEBRITY FASHION PRIVATE LIMITED

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Abstract - Work life balance is being conscious of different demands on time and energy saving the power to form choices within the allocation of your time and energy knowing what values to use. Work and life remain the 2 most paramount areas within the lifetime of a utilized single person. Management understand that the character of an employee's on the brink of home and family life effects work quality which there are solid business motivation to advertise work and non-work coordination. This study therefore aims at identifying the life is balanced by the employees of CELEBRITY FASHION PVT LTD and its effects on employees job performance and satisfaction. A sample of 200 employees of the company has been selected for the current research using questionnaire method of data collection. The research design followed for the study is descriptive sort of research. The descriptive research studies are those studies which are concerned with the characteristics of a particular individual or of a group. It helps people to relieve their stress as they can spend leisure time with their near and dear ones.

Key Words: Leisure, Predominantly, Descriptive.

1. INTRODUCTION

Work life balance may be a method which helps employees of a corporation to balance their personal and professional lives. Work life balance encourages employees to divide their time on the thought on priorities and maintain a balance by devoting time to family, health, vacation etc., in conjunction with making a career, business travel etc. It is an important concept in the world of business as it helps to motivate the employees and increases their loyalty towards the company.

Work life balance is about effectively managing the juggling act between paid work and therefore the other activities that are important to people. It's not about saying that work is wrong (or) bad, but that work shouldn't completely crowd out the other things that matter to people development, leisure and Recreation. Employers can enjoy these policies too as they will help to develop a more committed and productive workforce.

"DO WE LIVE TO FIGURE (OR) WE WORK TO LIVE"

According to Hudson work life balance, is defined as a "satisfactory level of involvement or 'fit' between the multiple roles in a person's life".

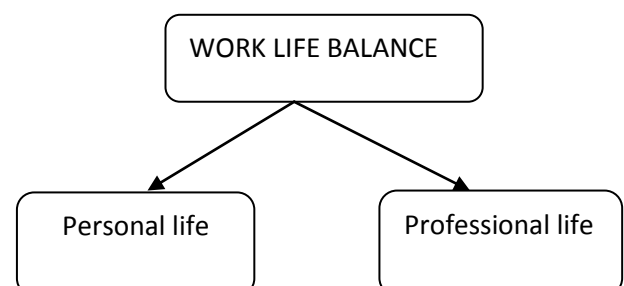
According to voydanoff work-family balance is "a global assessment that work resources meet family demands, and family resources meet work demands such that participation is effective in both domains".

IMPORTANCE OF WORK LIFE BALANCE:

- ✓ **Family demographic changes** – dual- earned and single-parent families, sandwich generation, aging workforce.
- ✓ **Changing organization of work** – increased workload, flexibility, multitasking, tele-work.
- ✓ **Social & institutional changes** – de institutionalization of health care, increased demand on families, difficult to care for marginalized individuals, children and elderly.
- ✓ **Emerging employment relationships** – part-time and contingent workers, self- employed, sub-contracting.
- ✓ **Economic changes** – globalization, knowledge-based economy, deregulation, labour shortages.

STEPS TO IMPROVE WORK LIFE BALANCE:

There are specific guidelines to how an individual can maintain a proper work life balance, some of which are:



Personal life :

- ✓ Family
- ✓ Friends
- ✓ Self

Professional life:

- ✓ Job
- ✓ Career

Creating a work leisure plan:

Where an individual has to schedule his tasks and divide time appropriately so that he has allocated appropriate time to his work and his career development goals and at the same time allotted time for leisure and personal development.

Leaving out activities that waste time and energy:

Individual should judiciously avoid wasteful activities which demand large time and energy and in return not produce output for either the work life or the leisure life.

Out sourcing work:

Delegate or outsource time consuming work to other individuals.

Set enough time for relaxation:

Relaxation provides better work life balance and tends to improve productivity on the professional or the work front along with providing sample scope to develop the life part of the balance.

Prioritizing work:

Often employees do not give priority to work and end up doing a lot of work at the last minute.

BENEFITS OF WORK LIFE BALANCE:

- Work life balance increases the motivation of employees and helps them perform better at job.
- It helps people to relieve their stress as they can spend leisure time with their near and dear ones.
- Companies can maximize productivity from an employee who is rejuvenated and refreshed as compared to a over worked employee.

2. NEED FOR THE STUDY

Work life balance helps in increasing the motivation level of employees in order to perform their job in a better manner.

The need for the study is to analyse the level of satisfaction of employees in their job that would help them to balance the professional and personal life, with the help them to balance the professional and personal life, with the help of higher level of job satisfaction the organization can able to achieve their productivity at maximum level.

3. OBJECTIVES OF THE STUDY

1. To identify the factors that impact the employees work life balance.
2. To know the impact of relationship between employee's job and their personal life.
3. To determine the influence of organization celebrity fashion private limited among our employees work life balance.

4. SCOPE OF THE STUDY

The work life balance helps the organization to improve the facilities which is offered to the employees in order to balance their personal and professional life. It must be directed at understanding individual differences in order that employee specific initiatives to enhance work life balance might be initiated by organizations.

5. REVIEW OF LITERATURE

(1)Khaled adnan bataineh, "A impact of work life balance, happiness at work, on employee performance"(2019). The purpose of this research is to investigate the relation of work -life balance, happiness and employee performance, work life balance and happiness is still insufficiently studied although this subject has been receiving increasing attention from scholars. Relevantly, employees spend signification amount of their time working. still, past studies on life satisfaction or well-being were that specialize in non-work populations. The results indicted that work-life balance and happiness positively and significantly affect employee performance. However, job satisfaction non-impact in employee performance. (2) sachin farfad patil, "A study on technological advances affecting employees work-life balance with special reference to IT MNC in india", (2019). IT sector is one of the fastest emerging and growing industries in india . The impact of IT on workplace, employees and employers as a whole has increased dramatically during the last two decades of the 21st century. Work life balance indicates a balance of one's personal & professional life. Now days work life balance is a matter of concern for both employees and employers. The purpose of this study is to determine how advances in IT have affected employees work life balance. This study focuses on the increase in the usage of smart phones, tablets, laptops etc. being used for work

purposes during an employee's personal time, it is rightly said that access of anything is bad, subsequently flexible working hours once a boon has now become a bane due to technological advancements.(3) Arifa Akter, "A impact of work life balance on organization commitment" (2019). Organizational commitment of university teachers involves not only in participating academic activities but also a rigorous involvement in research activities which sometimes may create imbalance between their personal and organizational responsibilities. Ensuring work life balance is crucial especially for university teachers as they have to spend time to research activities even at home whereas they supposed to spend those times with their family. Academicians have to be engaged more in intellectual activities than other professionals because it may lead to mental stress and therefore resulting poor level dedication unless they have a proper balance between professional and family activities which has become a vital issue now-a-days for organizational stakeholder's life. Work life balance implies the degree of involvement of the job and family activities which has become a vital issues now-a-days for organizational stakeholders. (4)Dr. MaruthaMuthu.M, chitra.S, "A study on work life balance - stress and performance", (2018). Work life balance policies are the key factors for the success of a corporation on employees are balancing their working life also as personal life also. Hence the researcher that specialize in employees are the way to consider the importance of their personal situations and organization welfare policies towards effective performance management on balancing their work life that helps to reduce the stress. Based on the previous studies, organization policies assists to employees for their quality of work life. This study aims to suggest suitable solutions for overcoming the problems and reduce the stress which leads to encouraging the employee's better performance for organizational output.(5) Dr. Balaram bora, A study on quality of work life component"(2017). The concept of quality of labor life(QWL) has emerged as a crucial determinant of a model employment. Several researches are conducted on QWL, but a couple of studies are within the academic sector. However, considering the contributions of QWL within the recent times, a more comprehensive review is attempted here on academic sector. The present paper QWL components: A literature review in academic sector, is presented in four parts encompassing the concept of QWL, review of available literature on QWL, various components of QWL and adoption of QWL components to academic environment.(6) sathya Dev.s ,Dr. John Mano Raj.s, shanlax , "A study on work life balance of employees and its effects on work related factors"(2017). Work life balance is now playing a crucial role choose the work related performance

of employees in any industry. With swelling obligation in the work place, it is very difficult to the employees to maintain a fair level of work life balance. Such circumstances impact workers physiologically and psychologically. The hectic life of retention and excelling in bank job has put tremendous pressure on bank employees life and leads to work life imbalance which is a problem that poses a big risk to workers well being, their performance as well as the organizational performance.(7) Prabhu Shankar.M.R , Dr. nanjundeswaraswamy.T.S , (2016) -This study describes the work life balance is a daily effort to make time for family and demands of the workplace. Increasing attrition rates and increasing demand for work life balance have forced organizations to seem beyond the commonly adopted HR interventions. In this context, this research work makes conscious effort at putting forth issues concerning WLB and its impact on job satisfaction and organizational commitment of workers in garment industries. The study reveals that there's a relation between work life balance and job satisfaction; work life balance and employee commitment towards the organization.

6. RESEARCH DESIGN

Research refers to a search for knowledge. The research design followed for the study is descriptive sort of research. It is typically concerned with determining the frequency with which something occurs or how two variables vary together. Descriptive research studies are those studies which are concerned with the characteristics of a particular individual, or of a group. The sample size was 200 using sampling technique, under probability sampling, stratified random sampling is used for this study. Data was collected through primary sources as questionnaires. We use statistical tools to obtain accurate result. The following statistical tools are Simple Percentage, Chi- square, Correlation, Regression.

7. RESULT & DISCUSSION

From the below table it is observed that 30% of the respondents are in the age group of 35-40 years, 29% of the respondents are in the group of above 40, 18% of the respondents are in the group of 30-35 years, 12% of the respondents are in the age group of 20-25 years, 11% of the respondents are in the group of 25-30 years.

Table No.1: Demographic profile

s.no	Age in years	No of respondents	Percentage of respondents
1	20-25	25	12.5%
2	25-30	21	10.5%
3	30-35	35	17.5%
4	35-40	60	30%
5	Above 40	59	29.5%
	Total	200	100

From the below table it is observed that 75% of the respondents are female and, 25% of the respondents are male.

s.no	Gender	No of respondents	Percentage of respondents
1	Male	50	25%
2	Female	150	75%
	Total	200	100

Chi square difference between work than your personal life and age of the respondents

Table No.2: chi square

work than your personal life of the respondent

	Observed N	Expected N	Residual
Yes	167	100.0	67.0
No	33	100.0	-67.0
Total	200		

Table No.3: Test Statistics

	Preference to your work than your personal life of the respondent	age of the respondent

Chi-Square	89.780 ^a	44.050 ^b
Df	1	4
Asymp. Sig.	.000	.000

A. 0 cells (.0%) have expected frequencies but 5. The minimum expected cell frequency is 100.0.

B. 0 cells (.0%) have expected frequencies but 5. The minimum expected cell frequency is 40.0.

Correlation difference between job upliftment and age of the respondents

Correlations

		Job upliftment of the respondents	age of the respondents
Job upliftment of the respondents	Pearson Correlation	1	-.054
	Sig. (2-tailed)		.449
	N	200	200
age of the respondents	Pearson Correlation	-.054	1
	Sig. (2-tailed)	.449	
	N	200	200

Regression difference between career prospects and working experience of the respondents

Table No.5:ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8.481	1	8.481	5.074	.025 ^b

Residual	330.939	198	1.671		
Total	339.420	199			

a. Dependent Variable: career prospectus of the company

b. Predictors: (Constant), working experience of the respondent

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.97	2.54	2.27	.206	200
Residual	-1.544	3.030	.000	1.290	200
Std. Predicted Value	-1.452	1.327	.000	1.000	200
Std. Residual	-1.194	2.343	.000	.997	200

a. Dependent Variable: career prospectus of the company

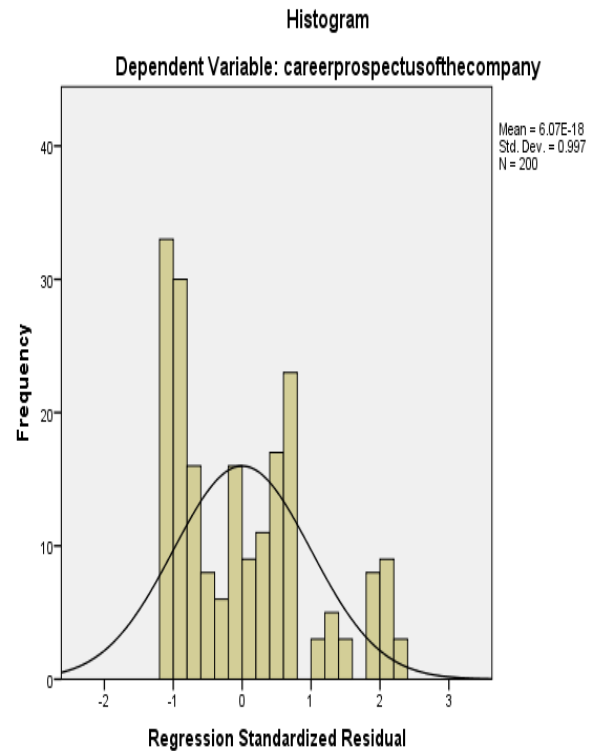


Chart No.1: Performances appraisal of the respondents

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: careerprospectusofthecompany

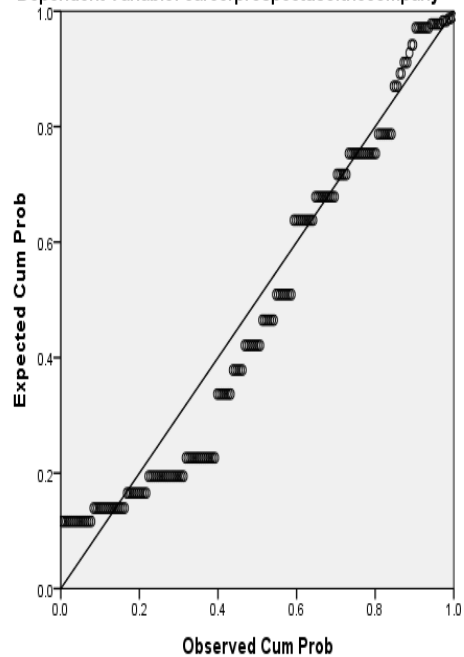


Chart No.2: Regression histogram for salary of the respondents

for groups in homogeneous subsets are displayed, (a) Uses harmonic mean sample size=9,757. (b) The group sizes are unequal. The mean of the group sizes is employed. Type 1 error levels are not guaranteed. Chart no 2, the mean plots to test the different between the age of the respondents and the mean of performances appraisal of the respondents, the mean plots values are 1.8, 2.2, 2.9 & 2.8 are shown in charts(anova).

8. FINDINGS

- The study found that 30% of the respondents are in the age group of 35-40 years.
- 75% of the respondents are female who are working in celebrity fashion limited.
- 23% of the respondents are working above 20 years experience.
- The study found that 39% of the respondents are having strongly agree with their job upliftment.
- 31% of the respondents are highly satisfied with medical facilities.
- 30% of the respondents are highly satisfied with work place environment.
- 35.5% of the respondents are having neutral opinion on thinking about work environment during their absence.
- 34% of the respondents are having neutral opinion on thinking about work environment during their absence.
- 26% of the respondents are strongly agree with employment life style.
- 30% of the respondents are agree with entertainment facilities.
- 32.5% of the respondents are having neutral opinion on peers help.
- 31.5% of the respondents are having neutral opinion on organizational culture.
- 31% of the respondents are having neutral opinion on crèche facilities.
- 29% of the respondents are agree with the opinion on friendship enlargement.
- 25.5% of the respondents are agree with the opinion about difficulties in personal & professional life.

9. SUGGESTIONS

As a result of the data analysis and interpretation, here are some suggestion to improve the employee work life balance at "celebrity fashion private limited". The effective employee work life balance has better organization commitment which leads to better production output and minimum employees turnover. Continue with the environment and sanitation hygiene facilities because the employees are considerably satisfied with them. The organization has to concentrate on the basic needs of the employees like organization culture, crèche facilities, transportation facilities etc all are good in celebrity fashion private limited but they want to changes into better manner means automatically increased their productivity,

accountability and etc at the same time its will helps to balance their personal & professional life.

10. LIMITATIONS

- Time factor may be the major limitation.
- If the sample size were increases means many more varied answers and suggestions would have been expected.

11. CONCLUSION

Work life balance helps in increasing the motivation level of employees in order to perform their job in a better their personal & professional life with the help of the facilities that has been provided by the company to their employee.

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