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A Study to Evaluate the Work Life Balance among Women Employees Bpo's in Coimbatore

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ABSTRACT: Work-life balance is a concept that supports employees in their efforts to find time and rejuvenate themselves between work and other important aspects of life. Work-life balance is about making time each day for family, friends, community involvement, spirituality, personal growth, self-care, and other personal activities in order to meet the demands of the workplace. Work-life balance is necessary to combat stress and ensure both personal and corporate success. The stress associated with an unbalanced lifestyle is cost It impairs productivity and increases human health risks. Workers who have the resources to balance work and personal life are happier, healthier, and more productive. In addition to improving performance, many young employees place great importance on balancing their professional and personal lives. Organizations that make work-life balance part of their culture are better able to attract qualified candidates. Work-life balance is supported by employers who put in place policies, procedures, measures, and expectations that make it easier for employees to lead more balanced lives. Despite the worldwide quest for work-life balance, very few have found an acceptable definition of the concept. Here's a proven meaning that will positively impact your everyday worth and balance starting today.

KEYWORD: Work, Human, Despite, Stress, Balance, Efforts.

I. INTRODUCTION

NATURE OF WORK-LIFE BALANCE

Work-life balance refers to the harmonious arrangement and management of an individual's professional and personal responsibilities. It ensures that neither aspect overshadows the other, allowing for sustained productivity, mental well-being, and personal satisfaction. The nature of work-life balance involves the following dimensions:

1. Dynamic and Evolving

- Work-life balance is not a fixed state; it evolves based on life stages, career goals, and changing personal responsibilities.
- For working women, the balance may shift with events like career advancement, marriage, childbirth, or caregiving roles.

2. Multidimensional

- Professional Aspect: Includes job satisfaction, work hours, workload, and career growth opportunities.
- Personal Aspect: Encompasses family commitments, social relationships, health, and leisure activities.
- Both dimensions are interconnected and require equal attention to maintain harmony.

3. Subjective and Individualized

- Work-life balance varies from person to person, as individuals have different priorities, coping mechanisms, and perceptions of balance.
- Some women may prioritize career ambitions, while others may focus more on family, depending on their life goals.

4. Influenced by External Factors

- Organizational policies, cultural expectations, societal norms, and economic conditions significantly impact work-life balance.

- Women often face additional pressures due to traditional gender roles, such as managing household responsibilities alongside professional duties.

5. Requires Active Management

- Achieving work-life balance demands conscious effort, time management, and prioritization.
- Tools such as flexible work schedules, remote working, and delegation can help women manage their responsibilities effectively.

6. Critical for Well-being

- A healthy work-life balance reduces stress, prevents burnout, and enhances physical and mental health.
- For working women, it also improves relationships, job satisfaction, and overall quality of life.

7. Social and Organizational Implications

- Organizations that promote work-life balance attract and retain talented employees, fostering a positive work culture.
- On a societal level, achieving balance can contribute to gender equality by encouraging shared responsibilities at home and work.

NEED OF THE STUDY

The hours and times people work have always been subject to change but the pace but of this change is now more rapid than ever because:

- Customers expect to have goods and services available outside traditional working hours
- Organizations want to match their business needs with the way their employees work
- Individuals want to achieve a better balance between work and home

OBJECTIVES OF THE STUDY

- ❖ To assess the level of work-life balance among women employees in BPOs in Coimbatore.
- ❖ To provide recommendations for organizations to enhance work-life balance among women employees in BPOs.
- ❖ To analyse the difference between personal profile and work life balance of the respondents.
- ❖ To study the influence of work life balance of the respondents

Research design: The researcher followed descriptive research design for the study.

Universe of the study: The Coimbatore City.

STATEMENT OF THE PROBLEM

Women's careers are now constantly challenged by changing workplace expectations. After work, they will have obligations and commitments at home. The majority of working women are stretched to fulfil their roles at work and at home, resulting in work-life imbalance, which has negative consequences for both individuals and organisations, such as increased stress, depression, mental health issues, family conflicts, decreased life satisfaction, etc.

SCOPE OF THE STUDY

This research focuses on female workers in Coimbatore. Coimbatore city is one of the developed cosmopolitan cities in India. The survey included female workers from BPO, insurance, education, IT, BPO, and health care firms.

II. RESEARCH METHODOLOGY

The study of the objectives and testing of hypothesis is dependent primarily on the reliable measurement of the variables and secondly on the methods and procedures applied for deriving conclusions.

SAMPLE DESIGN

The study's universe is Coimbatore female workforce. The sample frame included women working in banking, insurance, IT, BPO, health care, and education.

SAMPLE SIZE

The survey included 120 working women workers from diverse professions and occupations. Government employee, Private employee, Self-employed and Others

SAMPLING METHOD

Simple random sampling method is used for the present study to ensure that different strata i.e., different sectors are adequately represented in the sample.

DATA COLLECTION

Both primary and secondary data are gathered for the goal of the research. The survey approach is used to acquire main information for the research. The relevant data is obtained from the sample respondents with the use of a questionnaire created for the purpose and via personal interviews additionally. The secondary data is acquired from books, journals, periodicals, websites, etc.

QUESTIONNAIRE

A questionnaire is created based on the study's goals. The questionnaire includes binary (YES/NO) questions, multiple choice questions, and Likert Scale statements.

TOOLS AND TECHNIQUES OF ANALYSIS




-  Simple percentage analysis
-  Chi square
-  Rank analysis

TABLE NO.:1
AGE OF THE RESPONDENT

AGE OF THE RESPONDENT	NO. OF RESPONDENTS	PERCENTAGE
BELOW 25 YEARS	67	55.8
25-35 YEARS	14	11.7
35-45 YEARS	13	10.8
45-55 YEARS	13	10.8
ABOVE 55 YEARS	13	10.8
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 55.8% of the respondents are below 25 years, making them the dominant age group in the survey. 11.7% of respondents fall within the 23-35 years category, while 10.8% belong to the 35-45 years, 45-55 years, and above 55 years groups, respectively.

TABLE NO.:2
GENDER OF THE RESPONDENT

GENDER OF THE RESPONDENT	NO OF RESPONDENT	PERCENTAGE
FEMALE	120	100
MALE	0	0
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 100% of the respondents are female. This indicates that the majority of the respondents in the survey conducted only for female.

TABLE NO.:3
MARITAL STATUS OF THE RESPONDENT

MARITAL STATUS OF THE RESPONDENT	NO. OF RESPONDENT	PERCENTAGE
SINGLE	67	55.8
MARRIED	17	14.2
DIVORCED	18	15
WIDOW	18	15
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 55.8% of the respondents are single, making them the largest group in the survey. 14.2% of respondents are married, while 15% are divorced, and another 15% are widowed.

TABLE NO.:4
EDUCATIONAL QUALIFICATION OF THE RESPONDENT

EDUCATIONAL QUALIFICATION OF THE RESPONDENT	NO. OF RESPONDENT	PERCENTAGE
HIGH SCHOOL	17	14.2
UNDERGRADUATE	54	45
POSTGRADUATE	11	9.2
DIPLOMA	21	17.5
OTHERS	17	14.2
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 45% of the respondents are undergraduates, making them the largest educational group in the survey. 17.5% have a diploma, while 14.2% have completed high school and another 14.2% fall under the others category. Additionally, 9.2% of respondents are postgraduates.

TABLE NO.:5
OCCUPATION OF THE RESPONDENT

OCCUPATION OF THE RESPONDENT	NO. OF RESPONDENT	PERCENTAGE
GOVERNMENT EMPLOYEE	25	20.8
PRIVATE EMPLOYEE	34	28.3
SELF-EMPLOYEE	20	16.7
OTHERS	41	34.2
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 34.2% of the respondents fall under the "Others" category, making it the largest group in terms of employment type. 28.3% are private employees, while 20.8% work as government employees, and 16.7% are self-employed.

TABLE NO.:6
YEARS OF WORK EXPERIENCE OF THE RESPONDENT

YEARS OF WORK EXPERIENCE OF THE RESPONDENT	NO. OF RESPONDENTS	PERCENTAGE
LESS THAN 2 YEARS	57	47.5
2-5 YEARS	26	21.7
6-10 YEARS	17	14.2
ABOVE 10 YEARS	20	16.7
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 47.5% of the respondents have less than 2 years of experience, making them the largest group. 21.7% have 2-5 years of experience, while 14.2% have been in their field for 6-10 years, and 16.7% have more than 10 years of experience.

TABLE NO.: 7
MONTHLY INCOME OF THE RESPONDENT

MONTHLY INCOME OF THE RESPONDENT	NO. OF RESPONDENTS	PERCENTAGE
BELOW ₹20000	55	45.8
₹20001- ₹40000	24	20
₹40001- ₹60000	20	16.7
ABOVE ₹60000	21	17.5
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 45.8% of the respondents earn below 20,000, making them the largest income group. 20% of respondents fall within the 20,001-40,000-income range, while 16.7% earn between 40,001-60,000, and 17.5% earn above 60,000.

TABLE NO.:8
FLEXIBLE WORKING HOURS OF THE RESPONDENT

FLEXIBLE WORKING HOURS OF THE RESPONDENT	NO. OF RESPONDENT	PERCENTAGE
YES	80	66.7
NO	40	33.3
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 66.7% of the respondents answered "Yes", while 33.3% responded "No".

TABLE NO.: 9
AVERAGE WORK HOURS PER DAY

AVERAGE WORK HOURS PER DAY	NO. OF RESPONDENTS	PERCENTAGE
LESS THAN 6 HOURS	33	27.5
6-8 HOURS	41	34.2
8-10 HOURS	27	22.5
MORE THAN 10 HOURS	19	15.8
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 34.2% of the respondents spend 6-8 hours, making it the most common duration. 27.5% spend less than 6 hours, while 22.5% spend 8-10 hours, and 15.8% spend more than 10 hours.

TABLE NO.: 10
FREQUENCY OF BRINGING WORK HOME

FREQUENCY OF BRINGINGWORK HOME	NO OF RESPONDENT	PERCENTAGE
ALWAYS	27	22.5
OFTEN	25	20.8
SOMETIMES	36	30
RARELY	15	12.5
NEVER	17	14.2
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 30% of the respondents chose "Sometimes", making it the most frequent response. 22.5% answered "Always", while 20.8% selected "Often". Additionally, 12.5% responded with "Rarely", and 14.2% chose "Never".

TABLE NO.: 11
WORK LIFE BALANCE SATISFACTION

WORK LIFE BALANCE SATISFACTION	NO. OF RESPONDENT	PERCENTAGE
VERY SATISFIED	19	15.8
SATISFIED	33	27.5
NEUTRAL	39	32.5
DISSATISFIED	17	14.2
VERY DISSATISFIED	12	10
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 32.5% of the respondents chose "Neutral", making it the most common response. 27.5% are "Satisfied", while 15.8% are "Very satisfied". Additionally, 14.2% of respondents are "Dissatisfied", and 10% are "Very dissatisfied".

TABLE NO.:12
WORK LIFE BALANCE POLICIES

WORK LIFE BALANCE POLICIES	NO. OF RESPONDENT	PERCENTAGE
YES	44	36.7
NO	37	30.8
NOT SURE	39	32.5
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 36.7% of the respondents answered "Yes", making it the most common response. 30.8% responded "No", while 32.5% chose "Not sure".

TABLE NO.: 13
STRESS DUE TO WORK LIFE BALANCE

STRESS DUE TO WORK LIFE BALANCE	NO. OF RESPONDENT	PERCENTAGE
ALWAYS	22	18.3
OFTEN	19	15.8
SOMETIMES	46	38.3
RARELY	16	13.3
NEVER	17	14.2
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 38.3% of the respondents chose "Sometimes", making it the most frequent response. 18.3% answered "Always", while 15.8% selected "Often". Additionally, 13.3% responded with "Rarely", and 14.2% chose "Never".

TABLE NO.: 14
HOUSEHOLD RESPONSIBILITIES

HOUSEHOLD RESPONSIBILITIES	NO. OF RESPONDENTS	PERCENTAGE
LESS THAN 2 HOURS	39	32.5
2-4 HOURS	42	35
4-6 HOURS	20	16.7
MORE THAN 6 HOURS	19	15.8
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 35% of the respondents spend 2-4 hours, making it the most common duration. 32.5% spend less than 2 hours, while 16.7% spend 4-6 hours, and 15.8% spend more than 6 hours.

TABLE NO.: 15
CAREER IMPACT ON PERSONAL LIFE

CAREER IMPACT ON PERSONAL LIFE	NO. OF RESPONDENT	PERCENTAGE
YES, POSITIVELY	46	38.3
YES, NEGATIVELY	34	28.3
NO	40	33.3
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 38.3% of the respondents believe the impact is positive, while 28.3% think it has a negative effect. Additionally, 33.3% of respondents feel there is no impact.

TABLE NO.: 16
ADEQUATE TIME FOR LEISURE ACTIVITIES OR HOBBIES

ADEQUATE TIME FOR LEISURE ACTIVITIES OR HOBBIES	NO OF RESPONDENT	PERCENTAGE
YES	65	54.2
NO	55	45.8
TOTAL	120	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 54.2% of the respondents answered "Yes", while 45.8% responded "No".

TABLE NO.: 17
WORK LIFE BALANCE ACHIEVABILITY FOR WOMEN IN COIMBATORE

WORK LIFE BALANCE ACHIEVABILITY FOR WOMEN IN COIMBATORE	NO. OF RESPONDENT	PERCENTAGE
YES	48	40
NO	32	26.7
MAYBE	40	33.3

TOTAL	120	100
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(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 40% of the respondents answered "Yes", while 26.7% responded "No", and 33.3% selected "Maybe".

III. CHI SQUARE ANALYSIS

TABLE NO.: 18
AGE AND STRESS DUE TO WORK-LIFE BALANCE

O	E	(O-E)	(O-E) ²	(O-E) ² /E
10	12.28	-2.28	5.20	0.42
8	10.58	-2.58	6.66	0.63
30	25.62	4.38	19.18	0.75
10	8.93	1.07	1.14	0.13
9	9.58	-0.58	0.34	0.04
2	2.57	-0.57	0.32	0.12
3	2.22	0.78	0.61	0.27
5	5.37	-0.37	0.14	0.03
2	1.87	0.13	0.02	0.01
2	2.00	0.00	0.00	0.00
3	2.38	0.62	0.38	0.16
2	2.05	-0.05	0.00	0.00
4	4.97	-0.97	0.94	0.19
2	1.73	0.27	0.07	0.04
2	1.85	0.15	0.02	0.01
4	2.38	1.62	2.62	1.10
4	2.05	1.95	3.80	1.85
3	4.97	-1.97	3.88	0.78
0	1.73	-1.73	2.99	1.73
2	1.85	0.15	0.02	0.01
TOTAL				8.46

NULL HYPOTHESIS: There is no significant relationship between age and stress due to work-life balance.

ALTERNATIVE HYPOTHESIS: There is a significant relationship between age and stress due to work-life balance.

DEGREES OF FREEDOM: 16

CALCULATED VALUES: 8.46

TABLE VALUE: 26.296

SIGNIFICANT LEVEL: 5%

From the above calculation it is found that the calculated chi-square value 8.46 is less than the table value 26.296. Thus, the null hypotheses accepted. There is no significant relationship between age and stress due to work-life balance.

TABLE NO.: 19
OCCUPATION AND AVERAGE WORK HOURS PER DAY

O	E	(O-E)	(O-E) ²	(O-E) ² /E
8	6.88	1.12	1.25	0.18
10	8.54	1.46	2.13	0.25
5	5.63	-0.63	0.40	0.07
2	3.96	-1.96	3.84	0.97
10	9.35	0.65	0.42	0.04
15	11.62	3.38	11.42	0.98
7	7.65	-0.65	0.42	0.05
2	5.38	-3.38	11.42	2.12
5	5.50	-0.50	0.25	0.05
7	6.83	0.17	0.03	0.00
5	4.50	0.50	0.25	0.06
3	3.17	-0.17	0.03	0.01
10	11.27	-1.27	1.61	0.14
9	14.01	-5.01	25.10	1.79
10	9.32	0.68	0.46	0.05
12	6.59	5.41	29.27	4.44
TOTAL				11.16

NULL HYPOTHESIS: There is no significant relationship between occupation and average work hours per day.

ALTERNATIVE HYPOTHESIS: There is a significant relationship between occupation and average work hours per day.

DEGREES OF FREEDOM: 9

TABLE VALUE: 16.919

CALCULATED VALUES: 11.16

SIGNIFICANT LEVEL: 5%

From the above calculation it is found that the calculated chi-square value 11.16 is less than the table value 16.919. Thus, the null hypotheses accepted. There is no significant relationship between occupation and average work hours per day.

IV. RANK ANALYSIS

TABLE NO.:20
IMPACT OF EACH FACTOR ON WORK-LIFE BALANCE

FACTOR	MEAN RANK	RANK
Flexible working hours	6.65	1
Organizational support	6.05	2
Commuting time	5.61	3
Childcare responsibilities	5.06	4
Support from family	5.27	5
Workload	5.40	6

(SOURCE: PRIMARY DATA)

INTERPRETATION

The ranking of factors influencing work-life balance among women employees in BPOs reveals that flexible working hours hold the highest importance, with a mean rank of 6.65. This indicates that employees highly value the ability to adjust their work schedules to balance personal and professional commitments.

Organizational support ranks second (6.05), highlighting the significance of employer-driven policies, resources, and a supportive work environment in maintaining a healthy work-life balance. Commuting time (5.61) is the third most crucial factor, suggesting that long travel hours add to stress and impact the time available for personal life.

Childcare responsibilities (5.06) rank fourth, emphasizing the role of family obligations in work-life balance. Support from family (5.27) follows closely, indicating that personal support systems play a vital role in managing work-related stress. Lastly, workload (5.40) ranks sixth, showing that

V. FINDINGS OF THE STUDY

- ❖ Most of the respondents (55.8%) are below 25 years, indicating that younger individuals form the majority of the surveyed population.
- ❖ Most of the respondents (60.8%) are female, suggesting a higher representation of women in the surveyed population.
- ❖ Most of the respondents (55.8%) are single, indicating that the majority of the surveyed population consists of unmarried individuals.
- ❖ Most of the respondents (45%) are undergraduates, indicating that the majority of the surveyed population has a university-level education.
- ❖ Most of the respondents (34.2%) belong to the "Others" category, indicating a diverse range of occupations beyond traditional employment sectors.
- ❖ Most of the respondents (47.5%) have less than 2 years of experience, indicating that the majority of the surveyed population consists of individuals with relatively limited work experience.
- ❖ Most of the respondents (45.8%) have an income below 20,000, indicating that a significant portion of the surveyed population belongs to the lower-income category.
- ❖ Most of the respondents (66.7%) chose "Yes", indicating that the majority agree or have a positive response to the question asked in the survey.
- ❖ Most of the respondents (34.2%) spend 6-8 hours, indicating that this is the typical duration for the surveyed population.
- ❖ Most of the respondents (30%) selected "Sometimes", indicating that the majority engage in the activity occasionally rather than consistently.
- ❖ Most of the respondents (36.7%) selected "Yes", indicating that a significant portion agrees with the statement or question, while a considerable percentage remains uncertain.
- ❖ Most of the respondents (38.3%) selected "Sometimes", indicating that the majority engage in the activity occasionally rather than consistently.
- ❖ Most of the respondents (35%) spend 2-4 hours, indicating that this is the typical time duration for the surveyed population.
- ❖ Most of the respondents (38.3%) believe the impact is positive, indicating that a significant portion of the surveyed population perceives a beneficial effect. However, a notable percentage also see a negative impact or no impact at all.
- ❖ Most of the respondents (54.2%) selected "Yes", indicating that the majority agree or have a positive response to the question asked in the survey.
- ❖ Most of the respondents (40%) chose "Yes", indicating that a significant portion of the surveyed population agrees with the statement or question, while a considerable number remain uncertain.

VI. SUGGESTION

- ❖ Organizations should implement flexible work policies to enhance work-life balance for women employees in BPOs in Coimbatore.
- ❖ BPOs should provide better support systems to help women employees achieve a healthier work-life balance.
- ❖ Work-from-home options should be expanded to improve work-life balance among women employees in Coimbatore's BPO sector.
- ❖ Companies should introduce stress management programs to help women employees in BPOs maintain a better work-life balance.
- ❖ Employers should prioritize employee well-being by promoting a positive work-life balance for women in BPOs.

- ❖ BPOs should offer childcare support to help women employees manage both professional and personal responsibilities effectively.
- ❖ Flexible shift options should be introduced to support women employees in balancing work and family life.
- ❖ Work-life balance policies should be regularly reviewed and updated to meet the evolving needs of women employees in BPOs.
- ❖ Employee wellness programs should be implemented to reduce stress and improve work-life balance among women in BPOs.
- ❖ BPOs should encourage a supportive work culture to enhance job satisfaction and work-life balance for women employees.
- ❖ Organizations should provide mental health resources to assist women employees in managing workplace stress effectively.
- ❖ Women employees in BPOs should be given opportunities for career growth while maintaining a balanced work-life routine.
- ❖ BPOs should establish mentorship programs to support women employees in handling work-life balance challenges.

VII. CONCLUSION

The study highlights the challenges faced by women employees in BPOs in Coimbatore, including long hours, shift work, and high job pressure, which impact their work-life balance. While some organizations have introduced supportive policies, many employees still struggle to balance their professional and personal responsibilities effectively. To address this, companies should implement flexible work schedules, remote work options, and wellness programs while fostering a supportive workplace culture. Providing childcare support, stress management initiatives, and career development opportunities can significantly improve work-life balance and job satisfaction. In conclusion, achieving a healthy work-life balance requires continuous efforts from organizations, policymakers, and employees. A well-structured and employee-friendly work environment will enhance job satisfaction, productivity, and overall well-being, allowing women in BPOs to thrive both professionally and personally.

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