

EXAMINE THE DEMOGRAPHIC FACTORS THAT AFFECTED THE WORK-LIFE BALANCE OF WORKING WOMEN

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ABSTRACT

In these recent days, most women select careers and want to become successful in their profession. Women play a variety of roles in his life like daughter, sister, wife, mother, daughter-in-law, sister-in-law, friend, guide, manager, boss, colleague, etc. all these roles sometimes create challenges and issues in their life. This study finds out the demographic factors that affect the dual role of working women as well as the work-life balance of working women. The researcher utilized the descriptive analysis method, the respondents were selected from two cities of Maharashtra namely Pune and Mumbai regions. Convenience Sampling was utilized for the data collection of this study. The proposed sample size for the study was 260 respondents. The database was generated by utilizing a sampling method called convenience sampling and now contains over 260 interviews of women managers. The women managers were selected by various age groups, geographical locations, educational qualifications, social classes, marital and parental status. The results show that the demographic factors have a significant relationship with the dual role of women managers and work-life balance.

Key Words- *Demographic Factors, work-life balance, working women*

INTRODUCTION

Traditionally women are responsible for the home and child care, but in recent days women properly manage the work and family responsibilities. Working women spend a sufficient amount managing the family, child, elders care. A lot of women working in different sectors and play an important role in the management of the organization and handle their work responsibilities as well as family life very well. All business sectors and organizations have been focus on work-life balance techniques to realize the different important roles and aspects to balance the career and family life of women managers. Women have some special power and they get some natural capabilities to manage perfectly as well as make ideal management of work and family life very well. Generally, women are hard-working and intelligent but they have some responsibilities from family and society, then all these factors affected the working as well as the career of women managers. So it is necessary to find out the challenges and issues faced by women managers at the time of balancing career and family. The various demographic factors affected the working of women managers, so it is important to study these factors.

OBJECTIVES OF STUDY

The main objective of this research is to study the variety of demographic factors and their effects on the work-life balance of working women.

RESEARCH METHODOLOGY

The current study utilized the descriptive analysis method, the respondents were selected from two cities of Maharashtra namely Pune and Mumbai regions. Convenience Sampling was utilized for the data collection of this study. The proposed sample size for the study was 260 respondents. The database was generated by utilizing a sampling method called convenience sampling and now contains over 260 interviews of women managers. The women managers were selected by various age groups, geographical locations, educational qualifications, social classes, marital and parental status.

Demographic Factors affected the work-life balance of working women

Changes in the work environment and demographic factors in the last few decades had affected the women employee work and family lives (Kumari K Thriveni, 2012). There are various demographic factors like age, qualification, marital status, parental status, income, experience are affected women managers in their work and life role. According to (M.K.D. Padmasiri, 2016), the demographic variables of the women managers are an influence on the dual role and work-life balance of the women. Demographic and personality variations results like high participation of women in managerial work, elderly care, child care, dual-career couples, and single earning families have created and increased work for women managers, who need to manage work-family balance (S. Prithi and A. Vasumathi, 2018). This study focuses on demographic factors and tried to find out the effects of demographic factors on the work-life balance of working women.

1. Geographic Area

This research has been selecting two main cities in Maharashtra namely Mumbai & Pune to study the role and perceptions of women managers towards the challenges and issues created by the management of dual roles.

Table 1- Geographic Area

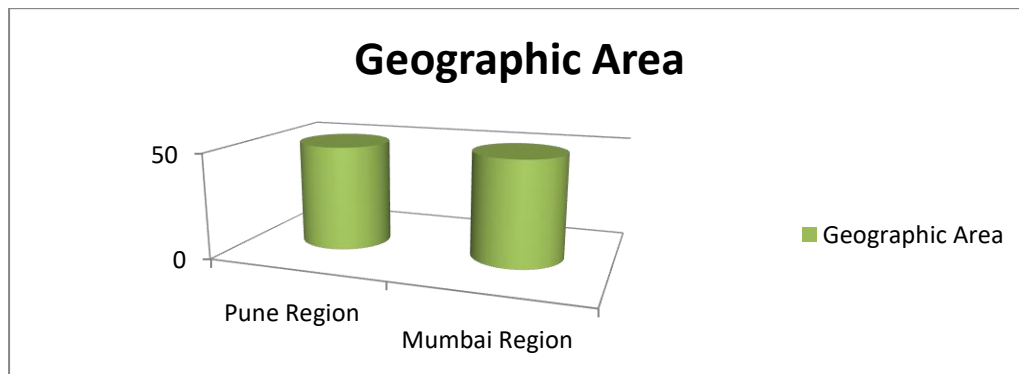
Geographic Area	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
Pune Region	130	50.00	50.00	50.00
Mumbai Region	130	50.00	50.00	100.00
Total	260	100.00	100.00	

(Source: Primary Data)

Above table 1 shows that out of the total sample of 260 women managers, the researcher selected an equal proportion as a sample for study from Mumbai and Pune region. The researcher selected

130 women managers from the Mumbai region and 130 women managers from the Pune region. The geographic area is also an important factor that directly and indirectly affected the working conditions and facilities of workers. The above data is presented in the bar diagram as below.

Figure 1- Geographic Area



The above figure 1 shows that, out of a total sample 260, 50% samples are selected from the Mumbai region and 50 % samples are selected from the Mumbai region. The geographic area is most important to find out the challenges faces by women managers to manage their work and family responsibilities. Mumbai is the capital of Maharashtra state and it has a lot of industries and facilities for working women like traveling facilities, available of maid or childcare facilities, elder care facilities, etc. in easy as compared to a rural area. Pune also developed and has many facilities for women managers. These two areas are selected to study the impact of different regions on the women's manager role at work and family.

2. Age

Age is a significant factor that affected the work-life balance for women managers. According to M.K.D. Padmasiri different age group women selected different work responsibilities and practices. A managerial job is the most critical and responsible job for every employee of the organization. The age provides experience in work and work practices. The researcher collected data from different age group respondents and then arranged it into four categories. Respondent is classified in the following table according to their age

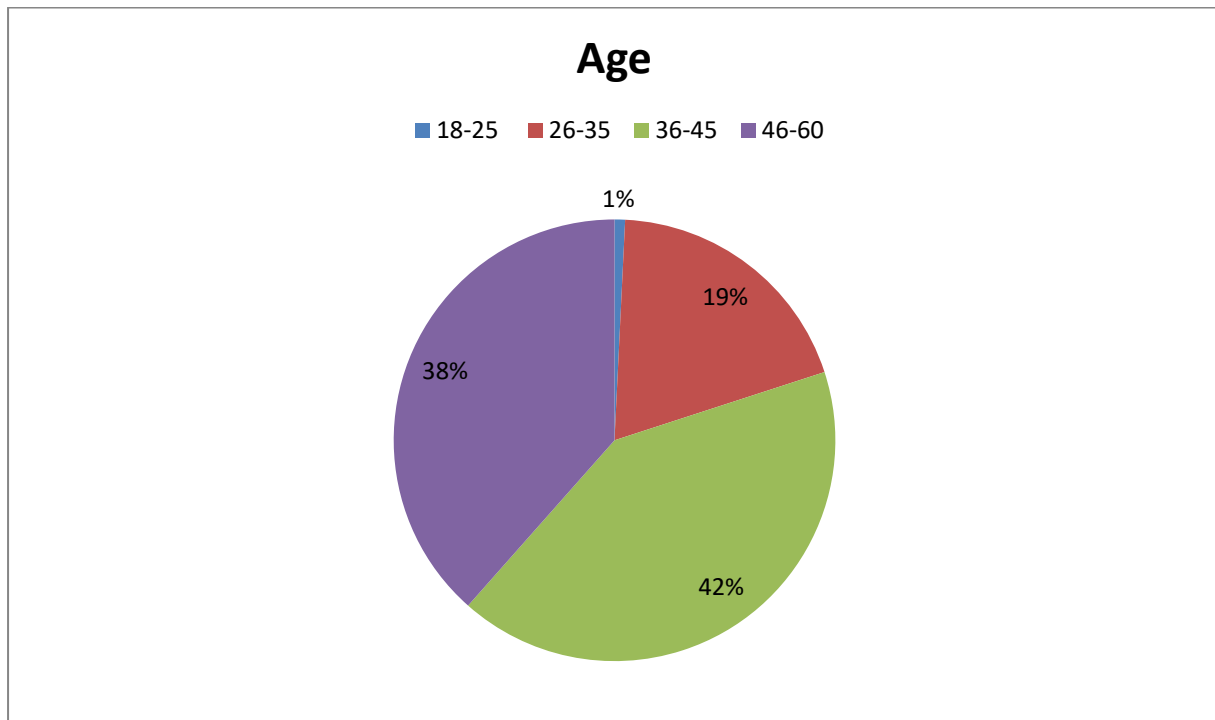
Table 2- Age

Age	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
18-25	02	1.00	1.00	01.00
26-35	50	19.00	19.00	20.00
36-45	108	42.00	42.00	62.00
46-60	100	38.00	38.00	100.00
Total	260	100.00	100.00	

(Source: Primary Data)

The above table 2 indicated that the age group of 18-25 includes one percent respondents and age group between 26- 35 includes 19 percent respondents and age between 36 to 45 consisted 42 respondents, as well as 46 – 60 age group, consisted 38 percent respondents. The above information is presented in the following pie diagram

Figure 2- Age



The above figure 2 indicated that out of 260 respondents, the age group between the 18 to 25 only one percent respondents are reached into manager level and age between 19 percent respondents working as manager as well as this study shows that the age group between 36 to 45 having a highest managerial level respondents that are 42 percent and then age group between 46 to 60 having 38 percent women managers. This study reveals that middle-aged women are more passionate about their careers and family also. They play a dual role and perfectly manage their work and family responsibilities. According to S. Prithi (2018), the age group between 35 to 55 years of respondents were facing health and work-related problems like work stress, depression, and anxiety disorder at the time of balancing work and family responsibilities. These age group women managers have utilized many facilities from organizations namely leave for Maternity, child, and Eldercare, etc. The previous study conducted by Desai (2015) indicated that the women managers that have 25 to 50 ages had experienced a variety of problems to manage effectively work-life responsibilities and different roles in the work and family domain. The finding showed that the age of women managers has significantly affected the work-life balance and properly manage the dual role as well as challenges and issues related to work and family.

3. Educational Qualification

The aim of the collection of data related to educational background is to find out the relationship between the educational knowledge and management of dual roles and challenges of work and family domain. The researcher classified the educational qualification into five categories, mainly undergraduate, postgraduate, diploma/ certification, Ph. D and other. According to Shunmuga (2015), Education is the main variable that affected women's development, empowerment, and welfare. (Chong and Ma (2010) concluded that higher education qualification and high experience can help to enhance the confidence level of employees and boost self-efficacy.

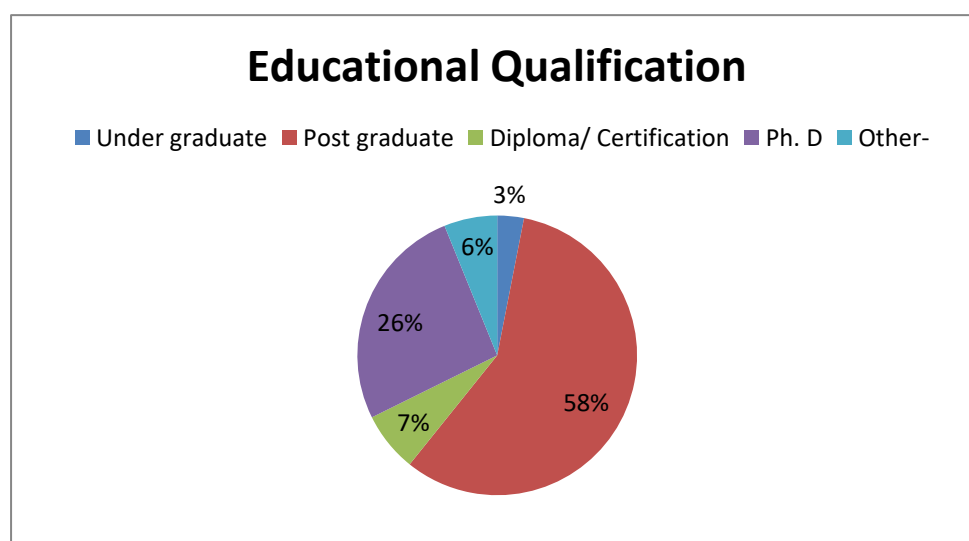
Table 3- Educational Qualification

Educational Qualification	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
Under graduate	08	03.00	03.00	03.00
Post graduate	150	58.00	58.00	61.00
Diploma/ Certification	18	07.00	07.00	68.00
Ph. D	68	26.00	26.00	94.00
Other-	16	06.00	06.00	100.00
Total	260	100.00	100.00	

(Source: Primary Data)

The above table 3 indicated that out of 260 respondents only 3 percent of women managers have an under-graduation degree and 58 percent of respondents have post-graduation degrees, 7 percent of respondents have a diploma and other certification course degree, 26 percent of respondents have Ph. D qualification, as well as 6 percent women managers, have other education which is help to get managerial job profile. All this information is presented in the following pie diagram

Figure 3- Educational Qualification



The above figure 3 reveals that the majority (58 percent) of women managers completed their post-graduation degree and 26 percent Ph. D holders occupy the managerial post. This study indicated that higher education can help to obtain modern and advanced knowledge related to new issues created in work environment and family also. Advance working conditions and work environment always change according to the global work environment. All these conditions need higher educational qualifications and knowledge to manage the changes in the work environment. The results indicated that the educational qualification is the most important factor in work-life balance and it has a significant impact on the management of dual roles as well as minimize the challenges experienced by women managers.

4. Marital status

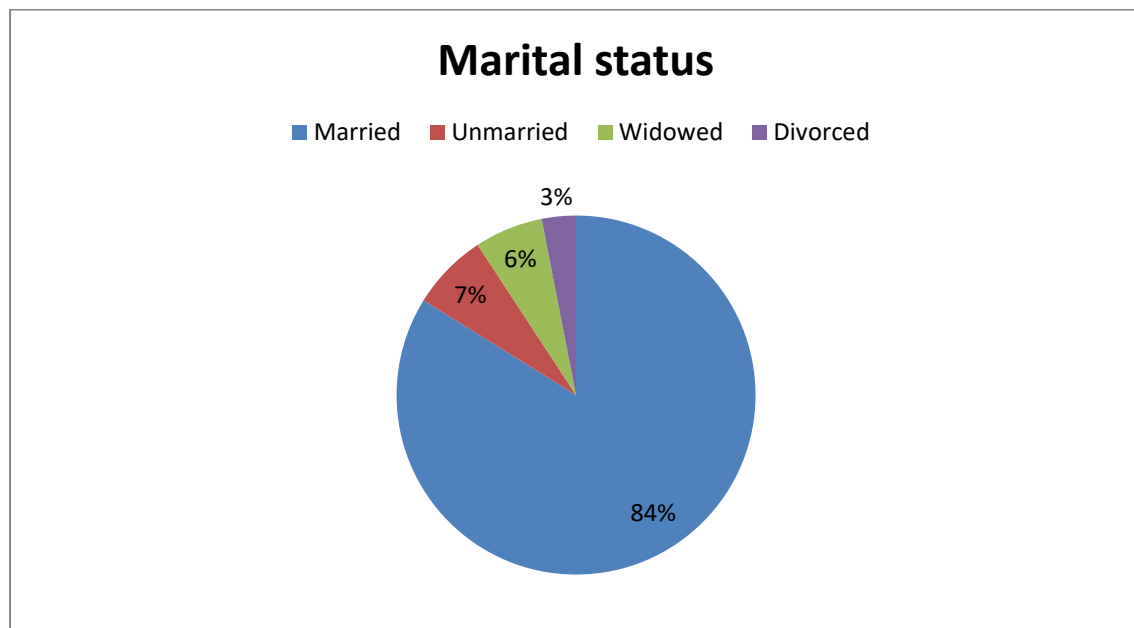
In India basically in Maharashtra majority of women married at the age of 20-30 years (Kumari K Thriveni, 2012). The marital status of this study is divided into four categories namely married, unmarried, widowed, and divorced. respondent's marital status is most important to find out the challenges and dual role to balancing work and family life. The marital status is presented in the following table

Table 4- Marital status

Marital status	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
Married	218	84.00	84.00	84.00
Unmarried	18	07.00	07.00	91.00
Widowed	16	06.00	06.00	97.00
Divorced	08	03.00	03.00	100.00
Total	260	100.00	100.00	

(Source: Primary Data)

Table 4 indicated the marital status of women managers. This table shows that out of 260 respondents 218 women managers are married and only 18 women managers are not married, 16 respondents are widowed and 8 women get divorced. This data is presented in the following pie diagram.

Figure 4- Marital status

The above figure 4 shows that out of 260 respondents, 84 percents are Married and 7 percent are Unmarried as well as 6 percents respondents are widowed and 3 percent are divorced. In recent days basically, most of the married employees both are working and a part of dual-career couples. Married women have multiple roles in the family life as a daughter, sister, friend, spouse, daughter-in-law, mother and in the work environment, she plays a role as sub-ordinate and boss (Sundaresan, 2014). Married women managers face various difficulties to give proper and sufficient time to spouse family and child. Most of the women experience the high stress of managing the dual role and responsibilities and commitment towards work as well as family, children, spouse, parent's society and friends. They are increasingly recognizing that work is infringing on their personal lives, and they are not happy about it (Shalini Srivastava, 2007). The above information reveals that marital status is an important factor that directly affected the dual role and it enhances the responsibilities for women. Married women have more family responsibilities than single and unmarried working women. If they have a child and other elders care then it enhances the responsibilities to care and spend more time to handle the family responsibilities. Married and divorced as well as widowed working women experience more issues and challenges to manage their dual role to balance the career and family.

5. Number of children

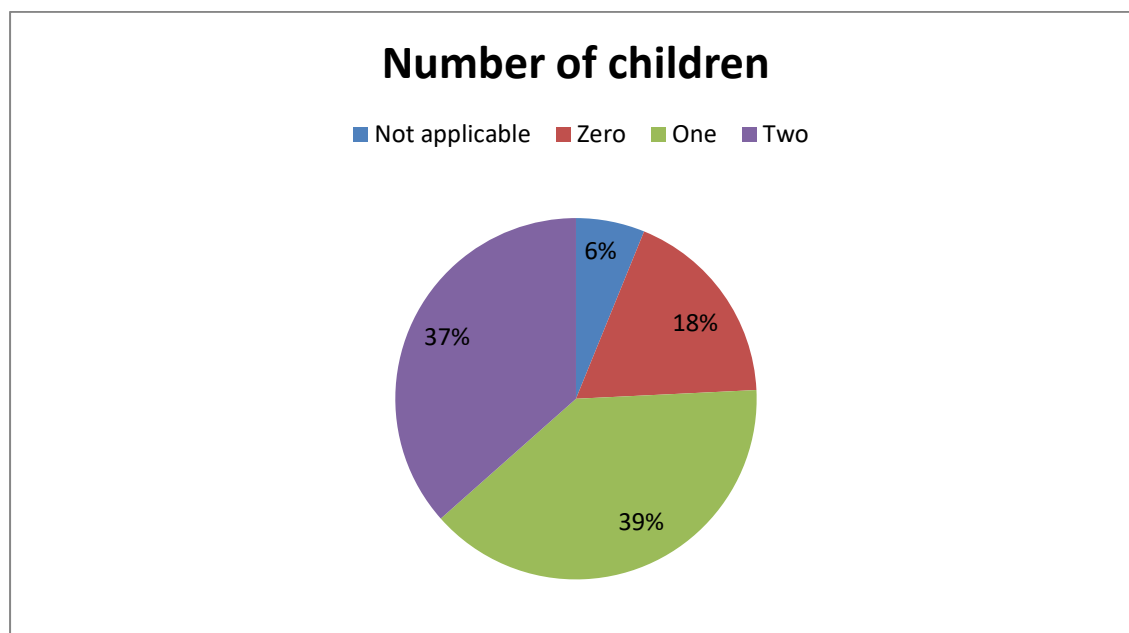
Child responsibilities have also been the most significant factor that has affected the role of women managers. The researcher classified the collected data into four categories namely not applicable, having no children, one and two children. This information is presented in the following table

Table 5- Number of children

Number of children	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
Not applicable	16	06.00	06.00	06.00
Zero	47	18.00	18.00	24.00
One	102	39.00	39.00	63.00
Two	95	37.00	37.00	100.00
Total	260	100.00	100.00	

(Source: Primary Data)

The above table 5 indicated that out of 260 women managers, 16 respondents are not applicable for this question, 47 respondents do not have a child, the majority (102) respondents have one child and 95 have two children. This information is presented in a pie diagram as below

Figure 5- Number of children

The above figure 5 shows that the women managers are married then the data related to children. Out of 260 sample sizes, 6 percent of respondents did not apply to this question, 18 percent of respondents don't have any child, the majority of (39 percent) respondents have only one child and 37 percent respondents have two children. The married woman has played an important role as a mother. In India child is the most important part for fulfil the family and complete the family. Every married couple wants a child. Children required special attendance and care. Married working women have some responsibilities related to the parental domain. This study reveals that the manager-level women give preference to only one child and provide full attention to manage their role as better mothers. The results also revealed that the increase in the number of children increases the more responsibilities and challenges to manage the time

for child care. Most of the organizations provide paid leave for maternity and care for the child, flexible time, work from home facilities as well as provide childcare centres within the organization. All these policies and practices help women managers to manage their dual roles and balance work-family lives. If an organization not provided such facilities to working women, then it created many difficulties to manage the dual role as well as increases work-life conflict.

6. Working spouse

Now in the modern era, there is an increase in dual-career couples. There is a variety of changes in the traditional family due to changes in the economy and individual requirements. In general, most of the family husband is working for earning and women or wife is playing an important role as a homemaker or responsible for the child and elder's care. In recent days both couples are working or employed. Dual-career couples have different roles and stress from managing dual roles to balancing the work and family responsibilities. Working spouse or partner influences the careers and roles of another partner. A partner's career choice has highly impacted career barriers (Lynn September 2010). The data relating to working spouses are presented in the following table.

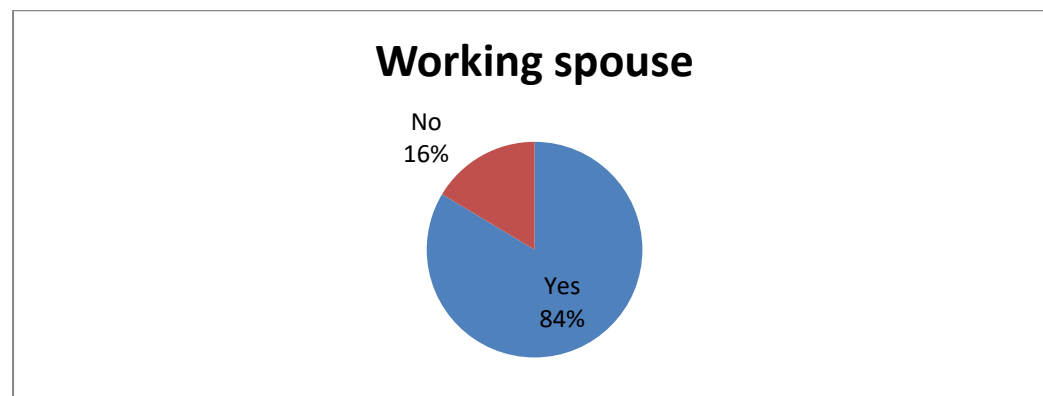
Table 6- Working spouse

Working spouse	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
Yes	214	82.00	82.00	82.00
No	46	18.00	18.00	100.00
Total	260	100.00	100.00	

(Source: Primary Data)

The above table 6 indicated that the data related to working partner or spouse, out of 260 respondents, 214 respondents' spouse has to work and 46 has not worked. This data is presented in the following pie diagram.

Figure 6- Working spouse



The above pie diagram 6 shows that out of 260 respondents, 84 percent of working women's spouses are working and 16 percent are not working. Dual career couples experience a variety of roles and challenges related to work and family. This study finds out the impact of Spouse Employment on the Work-Life Balance. The working spouse has indirectly affected the role of working women. Traditionally women are responsible for the home and child care, but in recent days dual-career couples properly manage the work and family responsibilities and support to partner career and family roles. Working couples spend a sufficient amount to manage the family, child, elders care.

7. Salary (Monthly)

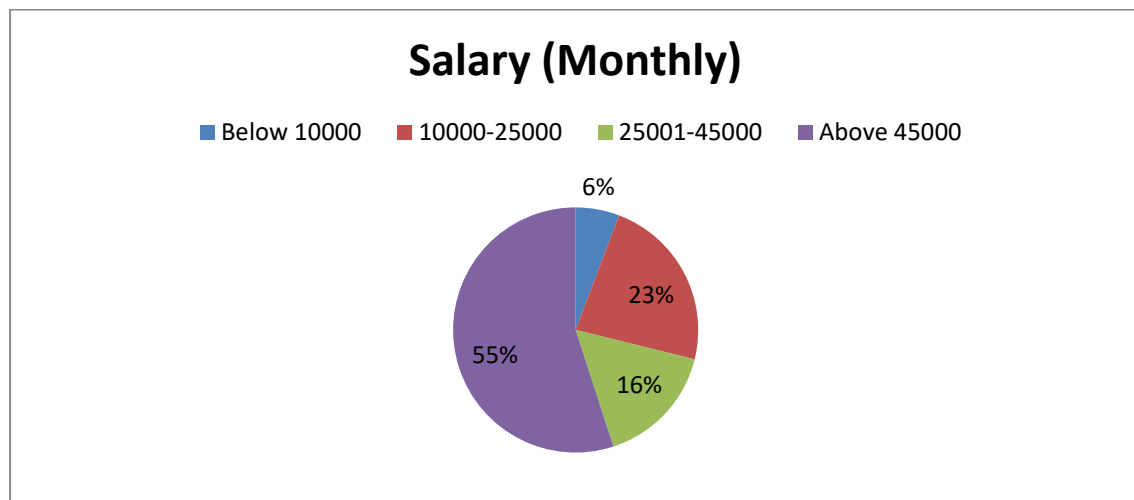
The researcher collected the data related to the monthly income and salary of women managers and then classified them into four categories. Respondent monthly salary below Rs. 10,000 are considered as low income, respondents monthly salary between Rs. 10,000 -25000 are classified as middle-income respondents, respondents' monthly salaries between Rs.25001-45,000 are classified as high-income respondents, and respondents having monthly salaries above Rs. 40,000 are classified as very high-income respondents. Information on classified data is presented in the following table:

Table 7- Salary (Monthly)

Salary (Monthly)	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
Below 10000	15	06.00	06.00	06.00
10000-25000	60	23.00	23.00	29.00
25001-45000	42	16.00	16.00	45.00
Above 45000	143	55.00	55.00	100.00
Total	260	100.00	100.00	

(Source: Primary Data)

The above table 7 shows that out of 260 respondents, only 15 respondents having monthly salaries below Rs 10000 and 60 respondents having monthly salaries between Rs 10000 to 25000 and 42 respondents having monthly salaries Rs 25001 to 45000 as well as a large number of respondents (143) having monthly salary above the Rs 45000. This data is presented in a pie diagram as below

Figure 7- Salary (Monthly)

The above figure 7 shows that out of 260 respondents, 6 percent of respondents are having salaries below Rs 10000 and 23 percent of respondents having monthly salaries between Rs 10000 to 25000 and 16 percent of respondents having salaries between Rs 25001 to 45000 and 55 percent respondents having monthly salary above the 45000. This data reveals that the manager level women get monthly salaries above Rs 45000. The salary and income status has a significant impact on the role of women managers to manage the work-life balance. Women managers minimize the challenges and issues created by the role of work and family domain with the help of money.

CONCLUSION

The age of women managers has significantly affected the work-life balance and properly manages the dual role as well as challenges and issues related to work and family. The results indicated that the educational qualification is the most important factor in work-life balance and it has a significant impact on the management of dual roles as well as minimize the challenges experienced by women managers. The working spouse has indirectly affected the role of working women. The salary and income status has a significant impact on the role of women managers to manage the work-life balance. Women managers minimize the challenges and issues created by the role of work and family domain with the help of money. All the above results indicated that the demographic factors have a significant relationship with the dual role of women managers and work-life balance.

SUGGESTIONS

Suggestions and recommendations for employer and management

1. Organizations and employers should consider the multiple roles of women employees at the time of design and preparation of organizational policies and practices. They also concentrate on a healthy, positive, and flexible work environment that considers employee family background and conditions before plan for making employee policies.

2. Employers should focus on the establishment of well-defined rules and regulations for the employee which assist workers to properly handle the work-life balance.
3. Management of the organization should develop some work-life balance policies that help to minimize the challenges and issues created by multiple roles of the women employee. These policies should assist to make a healthy and positive work environment and culture.
4. Organizations and management should have a proper understanding of the practices and procedures of management of work-life responsibilities.
5. Management should take proper feedback from employees and management members on challenges and issues faced by women managers to handle the work and family responsibilities.
6. Management also takes feedback about the rules, regulations, policies, and practices offered by the organization and their impact on balancing the work-life responsibilities.
7. The organization should give proper work responsibilities and assignments to women managers and develop a proper mechanism for solving the work-life conflict if any.

Suggestions and recommendations for employee and family members

1. Hobbies and interests are the most important part of every human being; hobbies make you happy and positives. This study recommended that every working woman should balance her work and family responsibilities as well as take time for her hobbies.
2. Family time especially children's time is most important because the insufficient time for children and family is the main factor that creates an imbalance in the family life and creates a variety of challenges and issues in family life. Then every women employee should focus on proper time management for family and child.
3. Family and husband support is a significant factor for women managers, without the support of family women cannot balance the work and family life personal life. Then this study recommends that family and husband should support in household work and other responsibilities.
4. Support from families and husbands could help to minimize the responsibilities and enhance the healthy relationship. It directly affected the efficiency of women managers.
5. The husbands and other elders should be cooperating with women in the management of work schedules as well as family responsibilities.
6. Working women should need to communicate, shared their all problems and issues that arise due to multiple roles in work and family. Family members and husbands should help to resolve these issues.

PRACTICAL IMPLICATIONS

This research study has various practical implications for the organizations, policymakers, and managers as well as family members of women managers. This study provides such findings and results to employers and employees, which may help in designing and preparation of policies and practices for women employees.

This study has examined demographic, work-related factors as well as family life factors which directly and indirectly affected the work-life conflict and work-family balance. All these factors assist policymakers and administrators to design the policy and practices related to the work-life balance of women managers. The demographic variables are most important to find out the need and requirements of women manager' work-life balance and design the policies which are suitable for women to enhance the efficiency of women managers. This study finds out that the support from management, supervisor, and family member is most important to release the stress level and make a healthy environment, which may be helpful to minimize the work and family conflict and issues arise due to multiple roles of the women managers. It also helps to growth of career and advancement of women managers.

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