



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A Study On Impact Of Work-Life Balance On The Performance Of Women Employees In Garment Industry

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Abstract:

The work-life balance of female employees at Wonder Blues Apparels Pvt Ltd, a significant participant in the Indian textile industry, is investigated in this study. With more than 35 million employees, the textile industry in India contributes significantly to employment. The study intends to investigate the factors influencing work-life balance for women in this sector. Workload, family obligations, job satisfaction, and work-related policies are among the major factors influencing work-life balance that are identified by the study using a descriptive research methodology. One hundred female employees were included in the sample, and questionnaires with a Likert scale were used to gather primary data. According to the results, workload is the biggest worry, as indicated by the fact that 80% of respondents said it affected work-life balance. Furthermore, seventy-five percent of women said that their jobs interfere with their family time. To maximize work-life balance, the study recommends greater support for family and elder care duties, pay increases, and flexibility in work hours. Despite obstacles, most employees have access to ergonomic tools and feel supported by their families. The study comes to the conclusion that taking care of these problems can result in a happier workplace, happier workers, and better general health, all of which can boost productivity and retention in the textile industry.

Keywords: Work life balance, women employees, garment industry, childcare, work environment.

1. INTRODUCTION:

The fabric used for the garment is either knitted or woven. Therefore, the textile industry oversees turning raw materials like cotton and wool into yarn, which is subsequently used to make clothing. This industry also designs, manufactures, produces, and distributes textiles by turning raw materials into finished goods. Second only to agriculture, India's material sector has historically produced many jobs for both skilled and unskilled workers. In India, the textile industry continues to be the second-largest employer. It has made direct employment possible for more than 35 million people in the country. According to the fiscal year 2022, India is the world's second-largest exporter of apparel and materials. In India, the textile industry employs about 35 million people directly and contributes 4 percent of GDP, 35 percent of all export earnings, and other significant economic advantages. The textile industry contributes one-fourth of the value added to the manufacturing sector.

Prior to the Industrial Revolution, numerous textile industry products were crafted manually, without the assistance of machinery. The advent of factories, spurred by technological advancements, allowed for the rapid and large-scale production of fabrics. In contemporary times, while the textile and garment sectors remain closely linked, the production of materials for industrial applications has gained significant prominence. This shift necessitates a considerable level of specialization for various end uses. Professionals such as technologists, engineers, and designers operate within the most technologically advanced urban centers. A strong emphasis on customer needs drives marketing strategies in this field. Both developed and developing countries have access to modern machinery capable of producing textiles with exceptional efficiency. In addition to the swift progress in yarn and fabric production technology, innovations also encompass the creation of new fibers, methods for enhancing textile properties, and testing protocols that facilitate improved quality control.

2. NEED FOR STUDY

Understanding the influence of a balanced work - life on the performance of women who work for the apparel industry is critical to promoting their well-being, identifying factors affecting retention and turnover, optimizing productivity and efficiency, promoting gender equality and gaining a competitive advantage in talent.

3. OBJECTIVES OF THE STUDY

1. To identify aspects connected to work that impact work-life balance.
2. To analyse the connection between work-life harmony and Job satisfaction.
3. To assess out Family related factors that affect the equilibrium between work and life.

4. REVIEW OF LITERATURE:

Pavithra G. (2020), This research was intended to establish the major variables that significantly affect work-life balance for these female employees. The findings reflect that inadequate social support, role overload, health problems relating to dependent care, and poor health are major variables. This study

found that lack of energy to discharge necessary personal commitments and inability to control workload are closely associated with inability to achieve an acceptable balance of effort. Female employees should facilitate work tempo through improvement in technical proficiency of their team members.

Arunima. R. (2021)

This paper attempted to establish variables associated with work-life balance of the employees, influence of a subordinate employee's job on personal life, job performance concerning supervisor support, problems experienced by the working people at home due to their jobs, and work-life balancing, its effectiveness, and its improvement. There were findings on sexual harassment and gender discrimination. Because of this finding, the job rotation will provide an opportunity for employees to reduce stress and balance lifework.

Hemangi.K. patel and Dr. Ashwinkumar A. Patel. (2022)

Examining the effects of female employees' WLB across many sectors was the primary goal. Examining how female employees manage their personal and professional lives at work, and how demographic factors affect things like work expectations, job satisfaction, personal life expectations, and workload. Women's labor laws vary by industry because of the nature of the work. The findings of this study indicate that the women's dual lifestyle is the cause of a range of mental and physical health problems.

T. S. Nanjundeswaraswamy. (2022)

The objective shows to determine the degree of workers' quality of work life (QWL) in the apparel industry using a validated scale. Measurement model for QWL. Survey techniques were applied to this study. A questionnaire was designed to collect the data and information, and it is verified using exploratory and confirmatory factor analysis analysis. A sample size of 50 employees from five garment industries. Personal growth, organizational culture and climate, emotional intelligence, organizational commitment and resource adequacy were the factors found. An unsatisfied employee is the first enemy of the organization, it is the prime task of the employers to keep the workforce at a satisfying level, and otherwise, it will lead to employee turnover, performance and productivity. This paper helps to recognize and quantify the components of the standard of work-life of employees if employers address these components job satisfaction level of employees will increase.

Dr. V. Muthulakshmi. (2018)

The author objective is to analyses and evaluate women's balance between work and life employees, the prevalence between the workplace and home life among women employees, problems faced by women in their work life, factors leading to improper work life balance, to suggest suitable measures are needed from

the organization side to solve the problems are faced by women employees in the working place. The factor found was amount of time.

Tahani H. Alqahtani. (2020)

The author has an objective to know regarding women employee conflict in their workplace and their work-life balance, Research methodology was used using Questionnaire method, some factors was found on the study such as WLB, working hours, Role conflicts, stress in one's personal and work lives. From this According to a study, women experience role conflict more frequently than males. The organization should concentrate more on keeping important employees, reduced employee stress, job satisfaction, and reduced absenteeism, by implementing certain working-hour measures that have been effective in enhancing WLB, such as flexible working hours.

5. RESEARCH METHODOLOGY:

Descriptive method.

5.1 SOURCES OF DATA:

Primary Data

Secondary Data

5.2 SAMPLING TECHNIQUE:

5.2.1 Sampling Technique: Convenient sampling.

5.2.2 Sample Size: 100

5.2.3 Sample Area: Women workers in the factory (Wonder Blues Appeals Pvt Ltd)

5.2.4 Sampling Tool: Questionnaires using Likert scale method which is direct approach to the women workers.

6. RESEARCH HYPOTHESIS

H0: There is no relationship between Work-life Balance and Job Satisfaction.

H1: There is a relationship between Work-life Balance and Job Satisfaction.

Dependent Variable: Work- Life Balance

Independent Variable: Job Satisfaction

Table 1: Result of Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.820	30

Table 2: Representing Pearson Correlation

Correlations		18.How satisfied are you with the flexibility of the Work organization or Work environment?	20.Do you feel that achieving a satisfactory Work-life Balance has a positive impact on your Job satisfaction?
Satisfaction regarding flexibility of the Work organization or Work environment	Pearson Correlation	1	.360**
	Sig. (2-tailed)		.000
	N	100	100
Achieving a satisfactory Work-life Balance has a positive impact on your Job satisfaction	Pearson Correlation	.360**	1
	Sig. (2-tailed)	.000	

7. ANALYSIS AND INTERPRETATION:

7.1 Reliability Analysis

A Cronbach's Alpha of .820 suggests internal consistency among the 30 items, indicating they are reliably measuring the same construct.

7.2 Correlation among attributes selected for measuring Job Satisfaction

The moderate positive correlation of .360 accord satisfaction with work flexibility and the belief that work-life balance positively impacts professional happiness suggests that as employees feel more delighted with their work flexibility, they are more likely to believe that a good work-life balance improves their job happiness.

The 'r' value (0.360) is lesser than the table value (0.5). Therefore, the correlation is statistically significant. It indicates a moderate positive relationship between the two variables that is unlikely to have occurred by chance.

8. FINDINGS AND SUGGESTIONS:

The work-life balance of women employees at Wonderblues Apparels Pvt. Ltd. is influenced by several factors, with workload being the most significant concern, affecting 80% of respondents. While most employees feel supported by their families and have adequate ergonomic tools, many also struggle to balance family responsibilities, with 75% indicating their job negatively impacts family time.

The company could improve by addressing salary concerns, offering better work-hour flexibility, and enhancing support for both family and elder care responsibilities to better meet the needs of its employees.

9. LIMITATION OF THE STUDY:

- Though there was a huge population, it was not able to cover all for the research survey.
- Workers may provide socially desirable responses.

10. CONCLUSION:

Even though Wonderblues Apparels Pvt Ltd's female employees face several obstacles due to their heavy workload and extended workdays, they typically feel supported by their families and have access to ergonomic equipment. Even while family policies are highly regarded, work-life balance might be improved, especially in terms of workload reduction, flexibility, and pay. By addressing these issues, a more encouraging work atmosphere, more employee happiness, and improved general well-being would result.

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