



A Study On Work-Life Balance Among Female Employees In Intimate Fashions (India) Pvt Ltd

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ABSTRACT: This study investigates the work-life balance experienced by female employees at Intimate Fashions (India) Pvt. Ltd., a leading apparel manufacturer. The research aims to identify the key factors influencing work-life integration, assess the support systems available, and understand how personal and professional responsibilities intersect in a predominantly female workforce. A structured questionnaire was used to collect primary data from 100 female employees, employing descriptive statistics, Chi-square tests, Correlation, and ANOVA for analysis. The study highlights the need for improved HR policies, especially around flexibility, health benefits, and workload management. Implementing targeted work-life balance initiatives can enhance employee satisfaction, reduce stress, and improve overall productivity in the organization

KEYWORDS: Work-Life Balance, Female Employees, Apparel Industry, HR Policies, Flexible Work Hours

I INTRODUCTION

Work-life balance has emerged as a crucial concern in modern workplaces, particularly in labor-intensive industries such as apparel manufacturing. Intimate Fashions (India) Pvt. Ltd., with a workforce dominated by women, provides a suitable case for analyzing WLB. The challenges encountered ranging from inflexible shifts to limited childcare facilities—often lead to stress and reduced job satisfaction. This study seeks to bridge the gap by identifying WLB influencing factors and suggesting practical HR interventions.

II REVIEW OF LITERATUR

Jason Azeez, Kess-Momoh (2024) Work-life balance has become a critical aspect in modern organizational management, drawing attention from human resources professionals who play a pivotal role in shaping workplace policies. This paper provides a comprehensive review of the concept and its impact on contemporary organizations, emphasizing the role of Human Resources (HR) in fostering a harmonious work-life equilibrium. Achieving work-life balance is essential for employee well-being, job satisfaction, and overall organizational success. **R Baral, S Bhargava (2011)** Work-life balance has become a subject of concern for both research scholars and business leaders in view of the contemporary demographic, technological, market, and organisational changes associated with it. However, there has been little academic attempt to provide a holistic picture of work-life balance benefits and programmes (WLBP) offered by various organisations in India. With the basis of extant literature, primary and secondary data, the present paper has made an effort to understand the current status of WLBP in Indian organisations and to identify its future prospects. **A & Sawang (2012)** Employees' inability to balance work and non-work related responsibilities have resulted in an increase in stress related illnesses. Historically, research into the relationship between work and non-work has primarily focused on work/family conflict, predominately investigating the impact of this conflict on parents, usually mothers. To date research has not sufficiently

examined the management practices that enable all “individuals” to achieve a “balance” between work and life. This study explores the relationship between contemporary life friendly HR management policies and work/life balance for individuals as well as the effect of managerial support to the policies. Self-report questionnaire data from 1,241 men and women is analysed and discussed to enable organizations to consider the use of life friendly policies and thus create a convergence between the well-being of employees and the effectiveness of the organization. **Patricia Rațiu (2010)** The purpose of this paper is to establish whether work-life balance initiatives and practices can be considered as strategic human resource management decisions that can translate into improved individual and organizational performance. The results of a number of studies reviewed in this paper show the outcomes and the benefits of implementing work life balance practices not only for employees themselves, but also for their families, organizations and society. Despite the fact that work-life conflict has significant business costs associated with lack of engagement, absenteeism, turnover rates, low productivity and creativity or poor retention levels, there are some factors of organizational work-life culture that may compromise availability and use of these practices

III RESEARCH METHODOLOGY

ResearchDesign:

The study follows a **descriptive research design**, aiming to evaluate and optimize inventory management at Intimate Fashions (India) Pvt. Ltd. through both qualitative and quantitative approaches.

SamplingMethod:

A **non-probability convenience sampling technique** was used, targeting 100 employees across different departments in Production floor.

Data Collection:

- **Primary Data:** Collected through structured questionnaires.
- **Secondary Data:** Sourced from company websites, journals, newspapers, and past research projects.

Tools for Analysis:

- **Chi-Square Test:** To examine the association between categorical variables.
- **Anova Test:** To test the initial step in analysing factors that affect a given data set.
- **Correlation Analysis:** To assess the strength of relationships between inventory factors.

Duration and Area:

The research was conducted at Intimate Fashions (India) Pvt. Ltd. from **February to May**

ANALYSIS AND INTERPRETATION

Chi-Square Test – to find association between variables like marital status and long working hours.

Correlation Analysis – to examine the relationship between variables such as flexible working hours increasing engagement/motivation and improving mental health and well-being

ANOVA (Analysis of Variance) – to compare job satisfaction across different age groups levels or departments.

Test	Variables Analyzed	Test Value	p-value	Significance	CONCLUSION
Correlation	Flexible working hours increase my engagement and motivation at work. ↔ Flexible working hours help improve my mental health and well-being	$r = 0.002$	0.000	Significant at 0.983	Strong positive correlation — H_1 accepted
ANOVA	Age Group ↔ I feel comfortable and satisfied with the time I spend at work.	$F = 3.816$	0.000	Significant	Differences exist — H_1 accepted
Chi-Square	Household work often reduces my ability to concentrate at the workplace ↔ Excessive workload affects my physical or mental health	$\chi^2 = 3.945$ (df=16)	0.000	Significant	Strong association — H_1 accepted

FINDINGS

- 100% respondents strongly agreed their workplace provides basic amenities.
- 89% commute using company vehicles, indicating dependency on employer-provided transport.
- 56% of the respondents are single, suggesting personal circumstances influence WLB perception.
- Flexibility, family support, and fair treatment significantly influence satisfaction levels.
- Departments with higher workload intensity reported lower WLB satisfaction.

SUGGESTION

- Offer health screenings, stress management workshops, and on-site counselling.
- Implement shift flexibility or staggered hours especially for working mothers.
- Recognize employee efforts via non-monetary rewards like best worker awards, thankyou notes, or extra time-off.
- Ensure every employee is aware of their rights and HR policies.
- Provide wider access to paid leave, particularly for personal or family care needs

CONCLUSION

The research has provided valuable insights into the work-life balance experienced by women working at Intimate Fashions (India) Pvt. Ltd. While the organization offers commendable support through facilities like daycare centres, maternity leave, and basic workplace amenities, employees still face difficulties such as extended working hours, limited access to paid leave, and health challenges due to job stress. The study shows that support from family members, a positive work environment, and flexible work schedules are crucial in helping women maintain a healthy work-life balance.

The Chisquare test revealed that marital status influences how women perceive health impacts from long work hours. Meanwhile, the ANOVA test found no meaningful differences in job satisfaction across different age categories. In summary, although the company has made efforts to support its female employees, there is room for further enhancement. By adopting more flexible policies, managing workloads better, and fostering a more inclusive and supportive culture, the organization can significantly improve employee satisfaction, health, and productivity.

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