EFFECT OF DEMOGRAPHICS ON WORK LIFE BALANCE OF WOMEN EMPLOYEES IN IT INDUSTRY – AN ANALYTICAL STUDY

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ABSTRACT

Many changes within the workplace and in employee demographics within the past few decades have led to an increased concern for understanding the boundary and therefore the interaction between employee, work and non–work lives. Particularly, demographics are playing a significant role in the perceptions of individuals. This is because of significant difference as to biological factors, attitudes and experiences. Women may have difficulties managing their own work/life balance, especially in work settings where they are doing not receive much formal support from their employer. If they need to strike any balance between work and their lives outside work, they need to set this as a goal and find their own ways of achieving it. Women must have a desire to require control of their own work/life balance and take initiative, representing their own individual effort aimed toward securing this work/life balance. In this connection this paper made an attempt to study the effect of demographics on Work Life of Balance of Women Employees in IT Industry. For the purpose of examining the influence of demographic factors, variables like age, years of service, salary, number of children, household members, number of dependents and marital status have been considered for the study.

INTRODUCTION:

Work life balance concept has been gaining importance for the research because it's one among the work related issues affecting productivity of employees in a corporation also as in performing role related to family. Work life balance is a psychological perspective, it has positive and negative aspects of balancing between the professional and personal life (Murthy & Shastri, 2014)). With growing awareness of employees for managing the boundary and therefore the interface between their work and non work lives, the supply for effective work life initiatives are a priority for various organisations in the corporate world.

On the other hand, demographics are playing a significant role in the perceptions of individuals. This is because of significant difference as to biological factors, attitudes and experiences. Demographic like gender has shown significant impact on satisfaction towards work life balance. HR policies are made based on demographic factors (Karishma Bhandari & Harvinder Soni, 2015). There is significant indifference exists among various variables like gender, marital status and emotional stability may have significant difference among them, similarly there is a significant difference between age and emotional stability. Emotional stability is considered as factor responsible for work life imbalance due to the disturbance caused by lose of temper (Sangeeta Bhatnegar & P.K. Jain, 2014). Apart from this there are several reviews in the literature that have placed a significance on issues such as age, gender, life cycle stage, ethnicity, citizenship and childcare arrangement influencing work life balance (Wallace & Cousins, 2014 ; Jager, 2001).

Many changes within the workplace and in employee demographics within the past few decades have led to an increased concern for understanding the boundary and therefore the interaction between employee, work and non–work lives. As more and more women are joining the workforce and dual career couple are getting increasingly common. One of the major reasons for this increasing concern for work life balance is due to technological advancement which has morphed the work and personal lives of working professionals into a single whole.

Women and Work-Life Balance at IT Industry

IT sector has emerged together of the most important employees in India. As this sector gives more emphasis to knowledge alone and non-discriminating in nature. Information Technology sector provides opportunities for the educated, bourgeoisie women to create their own dreams and excel within the field. Women are mostly into full time services and are working 8 hours per day and 5 days during a week minimum and are confronted by increasing workload a day. So, most of them carry work and responsibilities to home but balancing between these two complex situations within the present day fast life requires talent, tact, skill and caution. Women need to cope up with high work targets, office commitment, tight meeting schedules and therefore the duties and responsibilities of life and residential. Employers should consider framing various policies and schemes to facilitate work life balance to encourage and attract women employees.

Women may have difficulties managing their own work/life balance, especially in work settings where they are doing not receive much formal support from their employer. If they need to strike any balance between work and their lives outside work, they need to set this as a goal and find their own ways of achieving it. Women must have a desire to require control of their own work/life balance and take initiative, representing their own individual effort aimed toward securing this work/life balance. Employment includes components and requirements objectively defined by the organization; however, work/life balance must be constructed by a private. Therefore, this paper made an attempt to study the effect of demographics on Work Life of Balance of Women Employees in IT Industry.

REVIEW OF LITERATURE:

The following are the studies conducted previously in connection to the demographics effect on work life balance.

Noronha, S.D. & Aithal, P.S (2019) attempted to review the effect demographics on work life balance of university teachers and 14 factors out 17 have shown significant impact on work life balance

Prithi and Vasumathi (2018) studied the experiences of dual earners found respondents with certain demographics profiles to figure more productively than the others. Further study revealed the foremost and least preferred attributes of labor life balance.

Yawalkar & Sonawane (2017) found that demographics like age, family; work place has shown significant impact on work life balance on respondents. Further, it's also found that demographics cause mistakes at work place, employee's health negatively

Roshani.P and Bagrecha. C (2017) attempted to seek out out impact of demographics on work life balance of nurses privately hospitals and located that they need negative impact on the work life balance

Tugsal. T (2017) Found that legal status, monthly income have significant difference between the groups within the levels of emotional exhaustion of employees and no significane difference between other groups

Anitha & Muralidharan (2014) studied that demographic factors like age, salary, educational qualification, experience, sort of family and spouse working, have impact on work life balance and work related factors like target oriented work, working hours, extended benefits, means of transportation facility even have influence of level of labor life balance of selling professionals

Lakshmi, Kanteti Vijaya (2013) investigated impact of demographic variables on work life balance satisfaction on employees in IT industry in Hyderabad and located that there was significant difference on work life balance satisfactions among the workers .

Kumari K Thriveni et.al. (2012) revealed that there is significant relationship between demographic variables and work life balance.

Karatepe and Kilic (2009) showed that family work facilitation increased job performance and affective organizational commitment whereas the family-work conflict undermined job performance.

Samad (2006) revealed that the families and relatives still provide instrumental or emotional support for employees.

Tietze and Musson (2005) mentioned the role of gender, age, and other demographics in their work life balance among the employees.

From the above studies it can be concluded that demographics like age, marital status, educations etc were affecting the work life balance of the employees. Studies have conduct in

different sectors but there are no studies found with reference to the effect of demographics on work life balance of women employees with reference to IT industry. Therefore, this study is made an attempt of the above.

OBJECTIVE OF THE STUDY:

The objective of the study is to know the effect of demographics on the work life balance of women employees in IT sector

For the purpose of examining the influence of demographic factors, the following demographic variables have been considered for the study.

1. Age
2. Years of service / Experience
3. Salary
4. Number of children
5. Age of children
6. Number of Household members
7. Number of dependents
8. Marital status

The following Null Hypotheses have been formulated for this purpose.

1. *Age: H_0:* There is no significant difference among different age groups in the perception of work life balance.

2. *Experience: H_0*: There is no significant difference in the opinions towards work life balance according to years of experience.

3. *Salary: H_0*: Employees opinions towards work life balance are not related to the salary of employees.

4. *Number of Children: H_0:* Number of children does not affect the opinions of work life balance.

5. *Age of Children: H_0*: There is no significant difference in the opinions about work life balance according to age of children.

6. *Number of Household Members: H_0*: It does not make any significant difference in the opinions of the employees about work life balance based on number of household members.

7. *Number of Dependents: H_0:* There is no significant difference in the opinion of employees about work life balance based on number of dependents.

8. *Marital Status: H_0:* Married and unmarried have similar opinion on work life balance.

MATERIALS AND METHODS:

A descriptive research design was undertaken to meet the objective of the study. The population of the study is women employees of IT industry in Hyderabad city. The study has selected a sample of 360 respondents on convenience sampling.

To collect the relevant information from the respondents, a survey method was used with a structured schedule. Data collected was evaluated and cleared from errors before being analyzed using SPSS and presented in the form of tables. Descriptive statistics such as frequencies, percentages, means and standard deviation were used. Further, study used F-test and T-test has been used to test the hypothesis. The data relating to mean and standard deviation and test values have been presented in the Table 1

Empirical Results and Analysis:

The study sought to determine the respondents' demographic information and this included gender, marital status, age, family members etc. Table -1 is presenting the demographics of the respondents

Table -1: Demographic Profile of Women Employees Working in IT Sector

Particulars	Classification	No. of Women Employees	Percentage
Age	25-30	181	50.3
	31-40	178	49.4
	41-50	1	0.3
	Above 50	0	0
Years of Service	Less than 1	2	0.6
	1-5	357	99.2
	6-10	1	0.3

	11-15	0	0
Salary	Less than Rs.20000	6	1.7
	Rs.20001-30000	140	38.9
	Rs.30001-40000	140	38.9
	Above Rs.40000	74	20.5
Marital Status	Unmarried	94	26.1
	Married	266	73.9
Number of Children	Zero	153	42.5
	One	188	52.2
	Two	19	5.3
	Three	0	0
Age of Children	0-2	206	57.2
	3-8	0	0
	9-15	0	0
	Above 15	1	0.3
	None	153	42.5
Number of Household Members	0	3	0.8
	1-2	75	20.8
	3-4	0	0
	5	282	78.3
Number of Dependents	0	150	41.7
	1	139	38.6
	2	61	16.9
	3-5	10	2.8

Source: Primary Data

Examinations of the demographics are presented here:

- Among the total women respondents, at about 50 percent are in the age group of 25-30 years. This signifies that majority are beginners in their profession. It is interesting to note that 49 percent of the respondents are in the age group of 31-40 years. This indicates that the present study has considered a good sample of respondents who

have settled in the job. So 99 percent of employees are under the age group of 40 years. This left no space for considering senior employees. It is relevant to mention that "Employees representing older age groups are likely to indicate the maintenance of work life balance" (Richert-Kazmierska, Anita/Stankiewicz, Katarzyna, 2016). Therefore the study has considered the employees who are below 40 years of age to know their perceptions on WLB.

- Experienced employees are more likely to develop good awareness of WLB when compared to their counterparts. This is because senior employees become mature in the process of working, thus develop WLB. The present study is interested in understanding WLB among the starters. Because WLB becomes more relevant for them as they are newly married and have atleast one child. Therefore, the sample consists of 50 percent of women with service between 1 to 5 years.

- As against the classical assumption that people are economic men, in recent times people are even sacrificing few bucks in order not only to have healthier life but also a healthier WLB. It is interesting to note that Indian youth are driven to take up banking and government jobs that provide a healthy WLB (Survey of Economic Times, 2019). Thus, the sample consists of about 2, 39 and 39 percentages in the salary ranges of less than Rs.20,000, between Rs.20,001 and Rs.30,000 and between Rs.30,001 and 40,000 respectively, leaving 20 percentage of respondents to appear in the salary range of above Rs. 40,000. Therefore the sample is representative on the variable income.

- Majority of respondents are married individuals with family responsibilities. At about 74 percent of the respondents are married and only 26 percent are unmarried. Married women are more likely to worry on work-family balance when compared to their counterpart unmarried women. Therefore, considering larger married respondents is justified in the present context (Georgeta Panisoara & Mihaela, 2012).

- Regarding number of children, 52 percent of the respondents have one child. About 42 percent of the samples do not have children. Only 5 percent of the sample has two children. Working women without children are asked to support the colleagues with children. This implies women with children have more challenges in the WLB. For

instance, work-family balance is a challenge for those who want to spend time with children and also who wants to take care of well being of children (Melissa. A. Milkie, Sarah. M. Kendig, Kie. M. Nomaguchi, Kathleen. E. Denny, 2010).

- The age of children and time devoted to rearing them is inversely proportional. Apart from that sharing of parental responsibilities by the spouse and other family members has a positive impact on WLB. Working women with relatively younger children have more challenges of WLB. Some corporations have created facilities that allow working women to bring their children to work places. Majority of sample respondents have child below 2 years. This becomes a challenge for them neither they can leave the child at home due to nursing issues, nor bring the child to the work place.

- A large majority, i.e., 78 percent of the respondents have bigger families and only 21 percent of the respondents have 1 or 2 family members. The problem of work life balance becomes more significant for those who have more number of family members. Therefore considering a large majority of respondents having large family size becomes relevant to get factual information about WLB.

- Regarding dependents, it is observed that nearer to half i.e., 42 percent have no dependents. Yet significantly about 55 percent of the sample respondents have 1 or 2 dependents. Number of dependents and WLB are negatively related. More number of dependents leads to greater family stress which in turn significantly negatively associated with WLB.

Table-2 will present the analysis of the opinion towards the influence of demographics on work life balance among women employees

Table -2: Opinion towards Influence of Demographics on Work Life Balance in IT Sector

Particulars	Classification	N	Mean	S.D	F-value	Conclusion
Age	25-30	181	1.02	.128	3.091	**S**
	31-40	178	1.02	.149		
	41-50	1	1.00	0.03		
	Above 50	0	0	0		

Particulars	Classification	N	Mean	S.D	t-value	Conclusion
Years of Service	Less than 1	2	1.00	.000	2.030	**N.S**
	1-5	357	1.02	.139		
	6-10	1	1.00	0.01		
	11-15	0	0	0		
Salary	Less than Rs.20000	6	1.00	.000	1.697	**N.S**
	Rs.20001-30000	140	1.03	.167		
	Rs.30001-40000	140	1.01	.084		
	Above Rs.40000	74	1.03	.164		
Number of Children	Zero	153	1.01	.081	1.469	**N.S**
	One	188	1.03	.161		
	Two	19	1.05	.229		
	Three	0	0	0		
Age of Children	0-2	206	1.03	.167	3.100	**S**
	3-8	0	0	0		
	9-15	0	0	0		
	Above 15	1	1.00	0.01		
	None	149	1.01	.082		
Number of Household Members	0	3	1.00	.000	1.153	**N.S**
	1-2	75	1.03	.162		
	3-4	0	0	0		
	5	282	1.02	.132		
Number of Dependents	0	150	1.01	.115	1.855	**N.S**
	1	139	1.03	.168		
	2	61	1.00	.000		
	3-5	10	1.10	.316		
Particulars	**Classification**	**N**	**Mean**	**S.D**	**t-value**	**Conclusion**
Marital Status	Un married	94	1.02	.145	3.145	**S**
	Married	266	1.02	.136		

Source: Primary data N.S = Not Significant   S = Significant

An examination of the table and the analysis is presented here.

- The age of the employees is considered to have a significant influence on the perceptions of work life balance. Younger age employees are less likely to report family conflicts and work life balance compared to elder age employees. This is because as age grows family responsibilities also grow and therefore elder age employees feel greater pressure to balance work and personal life. The mean score for the age group between 25 to 30 years is 1.02 with a standard deviation of 0.128. Interestingly employees with age group of 31 to 40 years also have the same mean score with standard deviation 0.149. The F value is 3.091. Hence the hypothesis is accepted. That means there is no significant difference in the opinions expressed by employees. This goes against the general hypothesis that elder age people experience more work life balance issues than the younger age people. Sample respondents in the age group of 25 to 30 years are mostly either newly married and are facing family adjustment problems. This is perhaps the explainable reason for positive relation between age and their perceptions.

- Employees who are newly joined have less experience are likely to face adjustment related stress. Therefore, they will have work on resolving family conflicts. As such irrespective of years of experience, opinions about work life balance is same. In the sample a majority of respondents are in the experience group of more than a year but less than 10 years. The mean score is 1.02 and standard deviation is 0.139. As explained earlier in this chapter, there are work life balance issues in the women respondents. The F value is 2.030. As the number of respondents in other experience group are very less. The significance of this value is considered nil.

- Salary and perception of work life balance are very closely related and there exists a negative relationship. Probably as salary increases employees feel more financial flexibility. Therefore they can achieve certain family goals such as possession of their own house, spending on tours and travels access to better health facilities, affordability to good education to their children and finally they can even afford to have a fulltime maid servant. People with lesser salary are likely to experience more issues of work life balance. The mean score for the salary range of Rs.20,001 to Rs.30,000 is 1.03 and standard deviation is 0.167. The salary range of Rs.30,001 to

Rs.40,000 have the mean score of 1.01 with standard deviation of 0.084. Those who have above Rs.40,000 salaries showed a mean score of 1.03 with a standard deviation of 0.164. The F value is 1.697. And this is not significant at 5 percent of significance. This indicates that Null hypothesis is rejected. Therefore, it can be inferred that the opinions of people with lesser salary are different from opinion of higher salary people with regard to work life balance.

- Employees with more children are likely to face issues of schooling, drop and pick-up of children and in the case of milking infants there will be a stress on the mother as they feel missing the feeding schedules. Therefore, people with more number of children are likely to face imbalance. However in the present scenario of one or none, the perceptions should not diverge. Moreover, it is generally observed that in the software industry, the marriages are not taking place at the appropriate age by Indian social norms. This is leading to infertility issues. In the sample the mean score with no children is 1.01 with standard deviation 0.081. The mean score with one child is 1.03 with a standard deviation of 0.161. The number of respondents with two children is very less to consider. The F value of 1.469 is not significant at 5 percent level of confidence. This indicates rejection of Null hypothesis. Therefore, the work life balance issues are different for those without children and those who have children.

- The age of children has no significant influence on work life balance. This is because at each age of child development, there are unique issues to attend. Therefore with respect to work life balance and attending to child problems, there are no significant issues. Among the samples, respondent families with child age less than 2 years are more and respondents without children are also significant. While the former have mean score of 1.03 with standard deviation of 0.167, the later have a mean score of 1.01 and standard deviation is 0.082. The F value is 3.1, which is significant. Therefore, the Null hypothesis is accepted. This goes against the general opinion that women with children alone will face work life balance problems when compared to women without children. The sample respondents have expressed similar opinions towards work life balance.

- On an average, Indian family usually consists of dependent parents of male employee. For women employees, the problem associated with work life balance are obvious. As more number of household members increases, there will be multiplicity of issues to be attended by women. Majority of respondents in the sample have 5 household members. The mean score is 1.02 with a standard deviation 0.132. A significant chunk of respondents have 1 or 2 household members. The mean score of this group is 1.03 and standard deviation is 0.162. The other categories are insignificant. The F value is 1.153, which is significant. Therefore, the Null hypothesis is rejected. It can be inferred that there is significant difference in the perception towards work life balance between larger family groups and smaller family groups. Even during the discussions those who have more number of household members narrated significantly divergent issues that become obstacle in achieving work life balance.

- The nuclear family system in the present situation has forced to lead an independent life. In consonance, majority of respondents in the sample have zero dependents. The mean score is 1.01 with standard deviation of 0.115. Respondents with single dependent have a mean score of 1.03 and standard deviation is 0.168. The mean score of respondents with 2 dependents is 1 and the mean score of 3 to 5 dependents group is 1.10 and standard deviation is 0.316. The F value is 1.855 is not significant at 5 percent level of significance. The Null hypothesis is rejected. Thus, it goes with the general agreement that more number of dependents pose greater challenges particularly to women employees. Therefore, the perceptions have shown a difference in different categories.

- Married and unmarried will have different life styles. Hence, their perceptions of work life balance also differ. Married people are more likely to experience work life balance issues when compared to their counterparts. At the same time respondents in unmarried category have also stated that they have certain unique issues of work life balance as they stay with their parents. The mean score of opinions towards work life balance in both married and unmarried category is the same i.e., 1.02. The former group has a standard deviation of 0.136 and that of the latter is 0.145. The T-test value is 3.145, which is significant. The Null hypothesis is accepted. This shows that both married and unmarried have similar opinion towards work life balance.

CONCLUSION:

This study has presented demographics of sample respondents and it analysis to find whether demographics have any effect on work life balance particularly on women working with IT industry. It is found that the age, age of children marital status has significant influence on the work life balance whereas years of service, salary, number of children, number of dependents etc have not shown less significance or no significance on the work life balance of women in IT industry.

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