



A STUDY ON WORK LIFE BALANCE WITH REFERENCE TO CELEBRITY FASHIONS LIMITED

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Abstract - This study has been enriched in Celebrity Fashions Limited to identify the level of work-life balance and factors contributing to the work-life balance of employees . Work-life balance refers to the level of prioritization between one's personal and carrier life. The main objective is to study the work-life balance of employees in Celebrity Fashions Limited and the secondary objective is to analyze the need for work-life balance. The research design used for the study is a descriptive research design . The data has been collected through structured questionnaire.

keywords - work-life balance, descriptive research design , balance work and personal life

1.1 INTRODUCTION

Work-life balance refers to the level of prioritization between personal and professional activities in an individual's life and the level to which activities related to their job are present in the home. Work-life balance is a topical issue due to the increased amount of technology that removes the importance of physical location in defining the work-life balance. Previously it was difficult or impossible to take work home and so there was a clear line between professional and personal.

1.2 INDUSTRY PROFILE

Garment manufacturing industry is primarily engaged in the design, cutting and sewing of garments from fabric. On industrial basis there are certain areas or sequence through which Garment are manufactured. Textile

industry has been playing a pivotal role in Indian economy. Textile sector alone presently provides for nearly 28% of total organized manufacture sector's employment in India.

1.3 COMPANY PROFILE

Celebrity Fashions Limited is one of the India's consummate garment exporters with the capability to manufacturing the largest number of trousers in the country. The company also has its own national premier menswear brand.



Industries

Textile Manufacturing Industry.

Type

Listed Public Company

Headquarters

MEPZ SEZ, Tambaram

Company size

200-700 employees

Specialties

- Textile goods
- Men's and boy's clothing
- Women's and children's clothing

1.4 NEED FOR THE STUDY

This study is conducted to know the work life balance, practices of employees working in Celebrity Fashions Limited. This study aims to increase the level of productivity and competitiveness and helps to boost the employee morale that is closely related to its ability to achieve high performance levels and superior business results.

1.5 OBJECTIVES OF THE STUDY

Primary Objective:

To study about the work life balance of employees with reference to Celebrity Fashions Limited.

Secondary Objectives:

- To analyze the need of work life balance.
- To understand the various factors contributing to the work life balance of employees in Celebrity Fashions Limited.
- To understand the link between work life balance practices and organization's outcomes.
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1.6 SCOPE OF THE STUDY

This study will help the organization to know the importance of work life balance among employees in an organization. The scope of the study has been limited to finding the impact of work life balance on working class in Celebrity Fashions Limited. The study is conducted based on the response of questionnaire and doing percentage analysis of the responses.

1.7 REVIEW OF LITERATURE

Delecta, "Social Sciences and Humanities", International Journal of current research, ISSN:0975-833X; Impact factor :7.749,2020. Work life balance has recently taken the attention of both researchers and executives. This subject interests almost everyone with a professional career. This widespread interest is partly due to its reflection on all aspects of life. For those who think that the main objective in life is to work, their career becomes the core of life. However, people have limited time and therefore have to perform many other activities other than their jobs. Without a balance between the two, many mishaps can be experienced in both. In this study work –life balance is analyzed from organizational context.

Andrea Gragnano, Silvia Simbula, and Massimo Miglioretti," *Work–Life Balance: Weighing the Importance of Work–Family and Work–Health Balance*", Int J Environ Res Public Health. 2020 Feb; 17(3): 907. Research directed at the work–life balance (WLB) has focused mainly on the work and family domains. However, the current labor force is heterogeneous, and workers may also value other nonworking domains besides the

family. The aim of this study was to investigate the importance of other nonworking domains in the WLB with a particular focus on health. Moreover, the importance of the effects of the work–family balance (WFB) and the work–health balance (WHB) on job satisfaction was investigated.

Uzoечи Nwagbara,” *Institutions and organisational work-life balance (WLB) policies and practices: Exploring the challenges faced by Nigerian female*”, Journal of Work-Applied Management, ISSN: 2205-206,28 April 2020. This paper examines the relationship between the institution’s organizational work-life-balance (WLB) policies and practices and subsequent challenges faced by Nigerian workers. The paper argues that institutions shape WLB practices (and policies), and thus, constitute WLB challenges. Relying on qualitative, interpretive approach, and the institution-based view of organizational practice, the study investigates the relationship between institutions, WLB practices/policies, and subsequent challenges that female workers undergo, using 25 semi-structured interviews.

Aziz Mensah & Nicholas Kofi Adjei , “*Work-life balance and self-reported health among working adults in Europe: a gender and welfare state regime comparative analysis*”, BMC Public Health **volume 20**, Article number: 1052 (2020) , The pressing demands of work over the years have had a significant constraint on the family and social life of working adults. Moreover, failure to achieve a ‘balance’ between these domains of life may have an adverse effect on their health. This study investigated the relationship between work-life conflict and self-reported health among working adults in contemporary welfare countries in Europe.

1.8 RESEARCH METHODOLOGY

Research Methodology:

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In this study the various steps that are generally adopted by a researcher in studying the research problem along with the logic behind them.

Descriptive Research Design:

Descriptive research design is typically concerned with describing problem and its solution. It is more specific and purposive study. Before rigorous attempts are made for descriptive study, the well-defined problem must be on hand. Descriptive study rests on one or more hypotheses. The research design followed for this study is descriptive type of research.

Population:

A population is a complete set of people with a specialized set of characteristics. The Employees of “Celebrity Fashions Limited” Chennai constitute the work place of the study. The total employees of the company are 850, and it forms the work place for the present study.

Stratified sampling:

This sampling method is appropriate when the population has mixed characteristics, and to ensure that every characteristic is proportionally represented in the sample. The respondents were selected by stratified random sampling.

Sample size:

The researcher distributed questionnaires to 150 respondents who were taken as sample for this study and the respondents were selected by stratified random sampling.

Sources of data collection:

The data can be collected through two methods. They are:

- Primary data
- Secondary data

STATISTICAL TOOLS:

- o Simple Percentage
- o Chi- square
- o Correlation
- o ANOVA
- o Weighted average

1.9 LIMITATIONS OF THE STUDY

- Some of the information for the study may be confidential and therefore company is not disclosing the same.
- Respondent bias in answering the question might affect the result.

2.1 DATA ANALYSIS AND INTERPRETATION

Table no: 2.1 Table showing gender of the respondents.

S.no	Gender	No of Respondents	Percentage of the Respondents (%)
1	Female	100	67
2	Male	50	33
	Total	150	100

Interpretation:

From the above table, it is observed that 67% of the respondents are female and 33% of the respondents are male.

Chart no: 2.1(a) Chart showing gender of the respondents

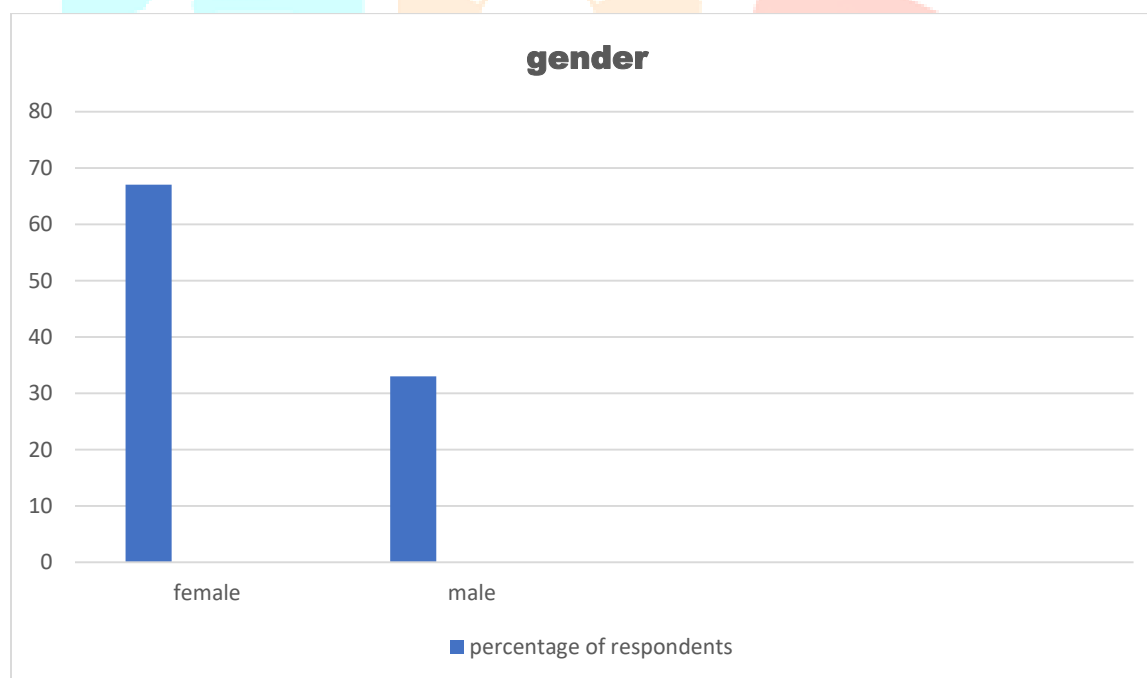
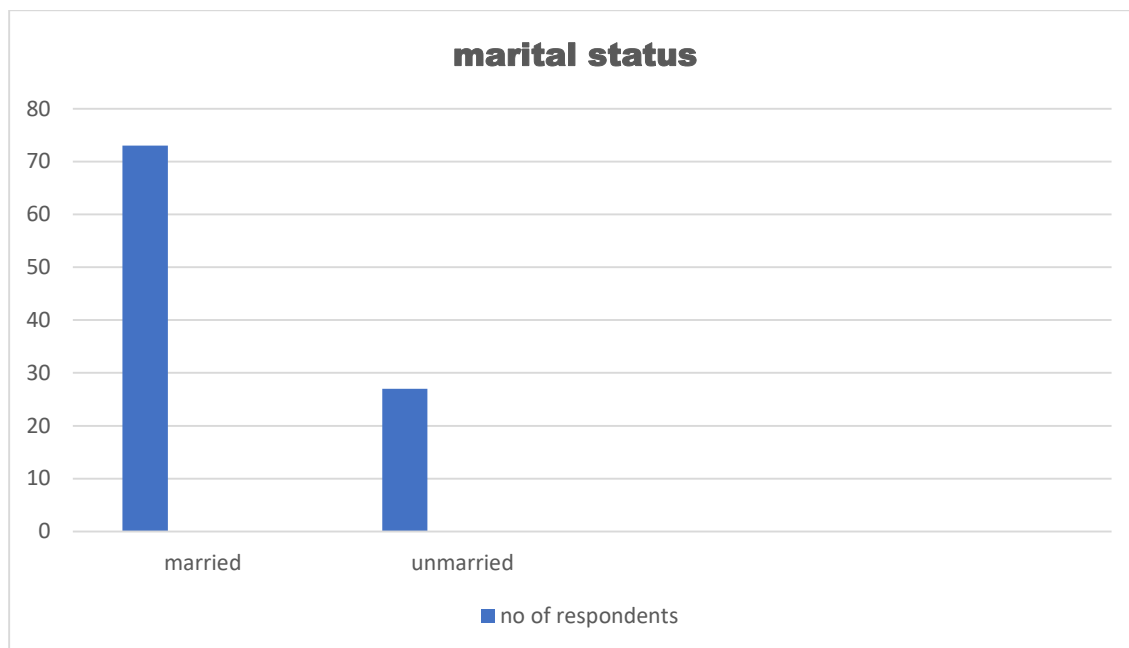


Table no: 2.2 Table showing Marital status of the respondents

S. No	Marital Status	No of Respondents	Percentage of the Respondents (%)
1	Married	110	73
2	Unmarried	40	27
	Total	150	100

Interpretation:

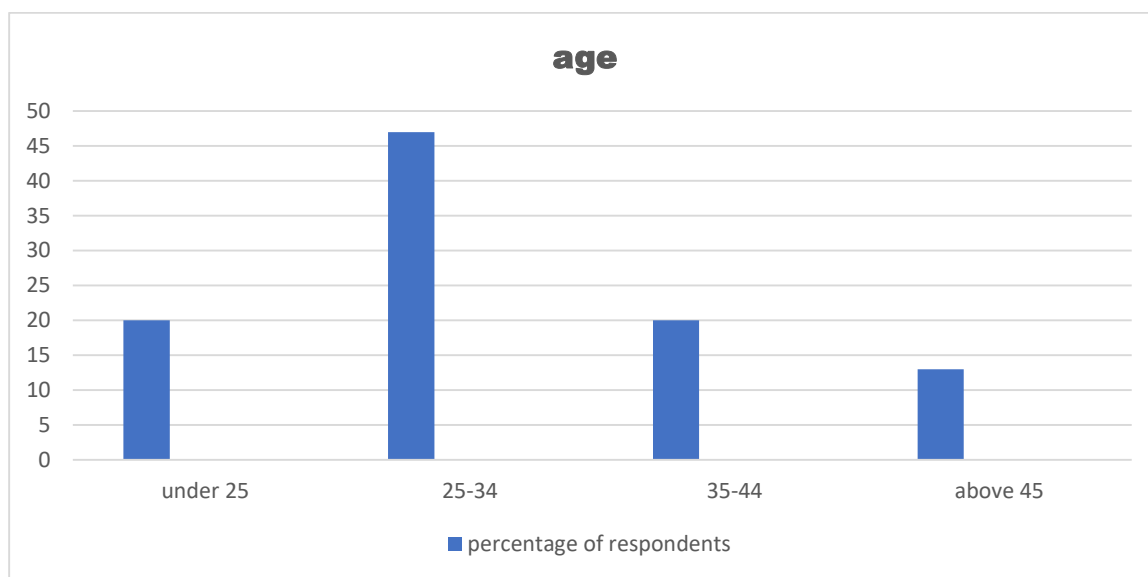
From the above table, it is observed that 73% of the respondents are married and 27% of the respondents are unmarried.

Chart no: 2.2 (a) Chart showing Marital status of the respondents.**Table no: 2.3 Table showing Age of the respondents**

S. No	Age in years	No of Respondents	Percentage of the Respondents (%)
1	Under25	30	20
2	25-34	70	47
3	35-44	30	20
4	Above 45	20	13
	Total	150	100

Interpretation:

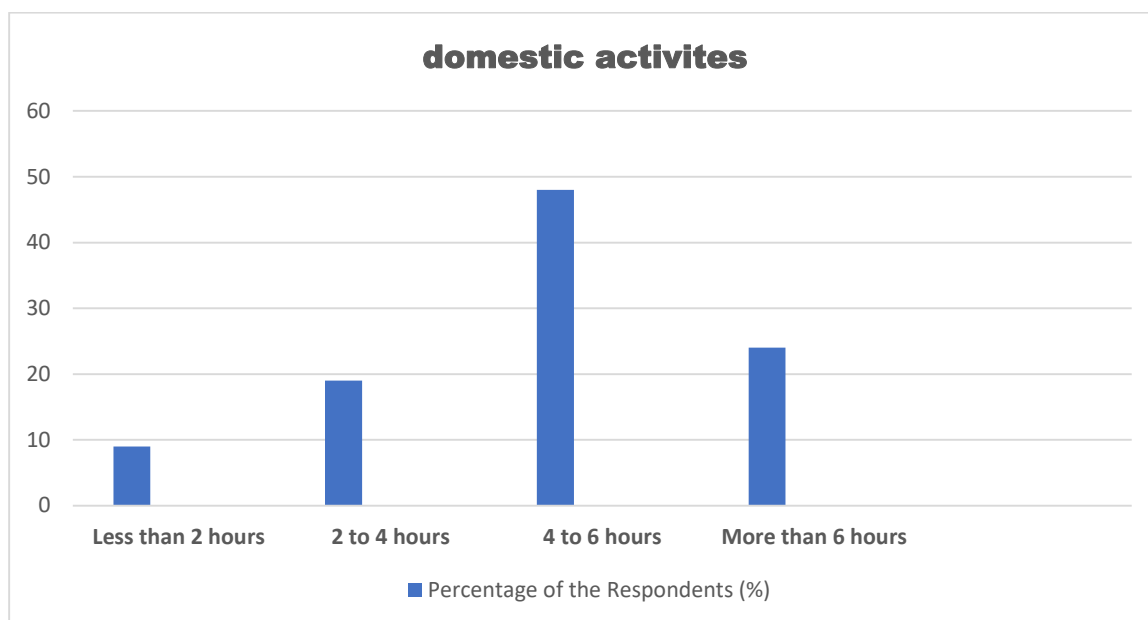
From the above table, it is observed that 47% of the respondents are in the age group of 25-34 years, 20% of the respondents are in the age group of 35-44 years, 20% of the respondents are in the age group of under 25 years, 13% of the respondents are in the age group of above 45 years.

Chart no: 2.3 (a) Chart showing Age of the respondents**Table no: 2.5 Table showing respondents time spent on domestic activities**

S. No	Time spent on domestic activities	No. of Respondents	Percentage of the Respondents (%)
1	Less than 2 hours	14	9
2	2 to 4 hours	28	19
3	4 to 6 hours	72	48
4	More than 6 hours	36	24
	Total	150	100

Interpretation:

From the above table, it is observed that 48% of the respondents are engaged in domestic work for 4 to 6 hours, 24% of the respondents are engaged in domestic work for more than 6 hours, 19% of the respondents are engaged in domestic work for 2-4 hours and 9% of the respondents are engaged in domestic work for less than 2 hours.

Chart no: 2.5(a) Chart showing respondents time spent on domestic activities**2.18 CHI-SQUARE TEST:**

Null hypothesis H₀: There is no significant difference between marital status of the respondents and time spent on domestic activities of the respondents

Alternative hypothesis H₁: There is significant difference between marital status of the respondents and time spent on domestic activities of the respondents

2.18 Table showing the opinion about marital status of the respondents and time spent on domestic activities of respondents

marital_status			
	Observed N	Expected N	Residual
married	109	75.0	34.0
unmarried	41	75.0	-34.0
Total	150		

time spent on domestic activities			
	Observed N	Expected N	Residual
less than 2 hours	14	37.5	-23.5
2 to 4 hours	28	37.5	-9.5
4 to 6hours	72	37.5	34.5
more than 6 hours	36	37.5	-1.5
Total	150		

Test Statistics		
	marital_status	time spent on domestic activities
Chi-Square	30.827 ^a	48.933 ^b
df	1	3
Asymp. Sig.	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 75.0.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.5.

Inference:

Here the significance occurs at .000 and it is less than .05. Hence H₀ is accepted.

Result:

There is no significant difference between marital status of the respondents and time spent on domestic activities.

2.19 CORRELATION:

Null Hypothesis H₀: There is no significant difference between age of the respondents and work life balance of the respondents

Alternate Hypothesis H₁: There is a significant difference between age of the respondents and work life balance of respondents.

2.19 Table showing the opinion about age of the respondents and work life balance of the respondents

Correlations				
			age	do you feel you are able to balance your work life
Spearman's rho	age	Correlation Coefficient	1.000	.395**
		Sig. (2-tailed)	.	.000
		N	150	150
		do you feel you are able to balance your work life	Correlation Coefficient	.395**
		Sig. (2-tailed)	.000	.
		N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Inference:

Here the significance occurs at .000 and it is less than 0.01. Hence H₀ is accepted.

Result:

There is no significant difference between age of the respondents and work life balance of the respondents.

2.20 WEIGHTED AVERAGE METHOD:

2.20 Table showing respondents opinion about the amount of time spent at work

s.no	opinion	No of respondents(f)	Weight (x)	Total score (fw)	Mean score
1	Highly satisfied	35	5	175	3.5
2	Fairly satisfied	40	4	160	
3	Satisfied	50	3	150	
4	Somewhat satisfied	15	2	30	
5	Not satisfied	10	1	10	
	Total	150	15	525	

Mean Score = Total score / No. of respondents

$$= 525/150$$

Mean score =3.5

Result:

From the above table, it is inferred that most of the respondents are highly satisfied with the amount of time spent at work

2.21 ONE-WAY ANOVA:

Null Hypothesis H₀: There is no significant difference between gender of the respondents and experience of the respondents.

Alternative Hypothesis H₁: There is a significant difference between gender of the respondents and experience of the respondents.

2.21 Table showing the opinion about gender of the respondents and experience of the respondents

ANOVA

gender					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.690	3	2.897	17.163	.000
Within Groups	24.643	146	.169		
Total	33.333	149			

Post Hoc Tests

Homogeneous Subsets

gender				
Duncan ^{a,b}				
experience	N	Subset for alpha = 0.05		
		1	2	3
more than 4 years	70	1.43		
3-4 years	40		1.75	
below 2 years	15			2.00
2-3 years	25			2.00
Sig.		1.000	1.000	1.000

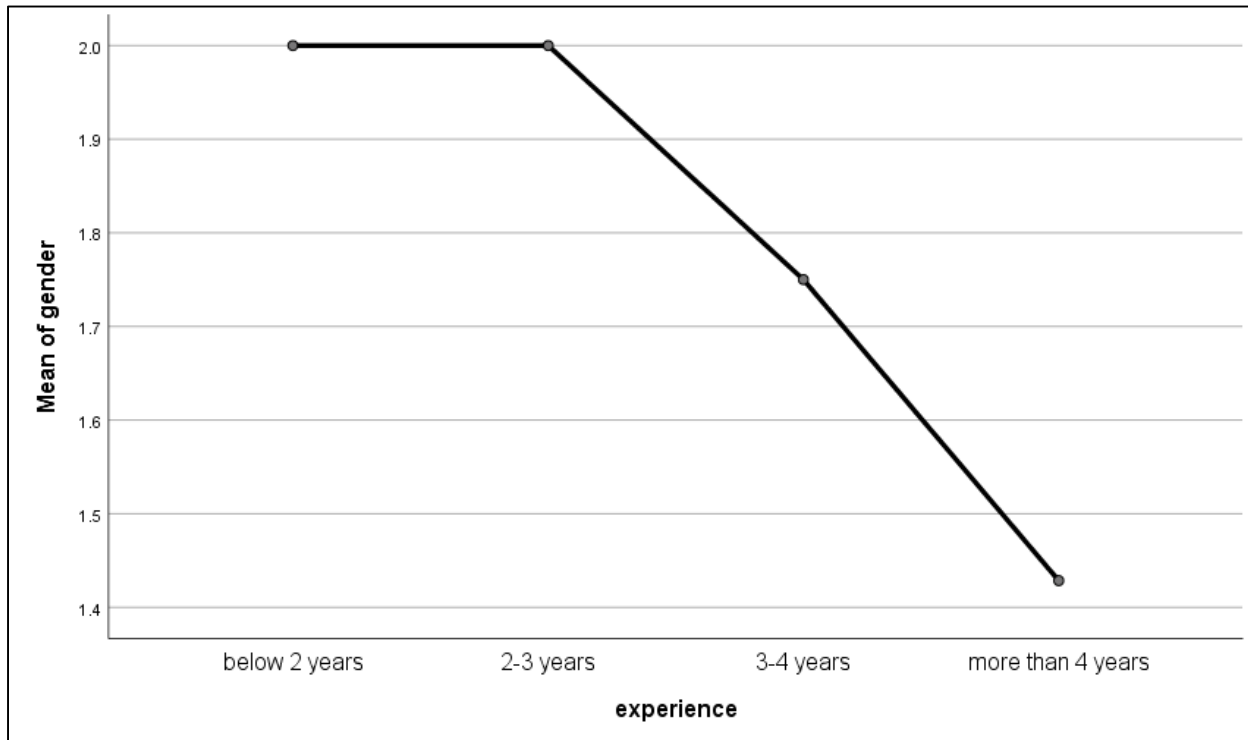
Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 27.406.

b. The group sizes are unequal. The harmonic mean of the group sizes is used.

Type I error levels are not guaranteed.

Means Plots



Inference:

Here the significance occurs at .000 and it is less than .05. Hence H₀ is accepted.

Result:

There is no significant difference between gender of the respondents and experience of the respondents.

3.1 FINDINGS

- It is found that 67% of the respondents belong to female category.
- It is found that 73% of the respondents are married
- It is found that 47% of the respondents belong to the age group 25-34 years
- It is found that 48% of the respondents spend 4 to 6 hours on domestic work
- It is found that chi square has the significant value of .000 which is less than 0.05. so there is no significant difference between marital status of the respondents and time spent on domestic activities of the respondents.
- It is found that correlation has the significant value of .000 which is less than 0.01. So, there is no significant difference between age of the respondents and work life balance of the respondents.

- It is found that weighted average mean score is 3.5 so, the respondents are highly satisfied with the time spent at work
- It is found that one-way Anova has the significant value of .000 which is less than 0.05. So, there is no significant difference between gender of the respondents and experience of the respondents.

3.2 SUGGESTIONS

- As per survey, most of the employees are not able to balance their work and personal life, so the company need to pay attention on improving the employees work life balance which can be done through effective people management practices, especially work time and work location flexibility, and the development of supportive managers.
- The company has to demonstrate work life balance programs to the employees on a weekly or monthly basis through seminars to have an impact on employees in terms of recruitment, retention/turnover, commitment and satisfaction, absenteeism, productivity and accident rates.

3.3 CONCLUSION

Work life balance plays an important role in all aspects of human life. Work-life balance is about creating and maintaining supportive and healthy work environments, which will enable employees to have balance between work and personal responsibilities and thus strengthen employee loyalty and productivity. Work/life balance initiatives have the potential to significantly reduce absenteeism, improve employee morale and retain organizational knowledge and staff. Effective work life balance practices can provide numerous benefits to both the organization and the employees as a whole.

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