



ROLE OF HOME APPLIANCES ON WORK- LIFE BALANCE AMONG FEMALE WORKERS IN TIRUPUR GARMENT UNITS

Dr.T.VASANTHI,¹

S.PRIYA²

¹ Principal, Tiruppur Kumaran College for Women, Tiruppur.

² Ph.D scholar, PG & Research Department of Commerce, Tiruppur Kumaran College for women, Tiruppur.

ABSTRACT

In today's modern era, where you find the presence of many female workers in various fields, maintaining a balanced work-life remains a significant challenge for most women. They generally struggle between their work responsibilities and domestic duties. This study explores the role of home appliances - such as robotic vacuum cleaners, smart phones and televisions, smart lights and Echo Dot (Alexa) - in reducing household workload and enhancing better time management for female employees. By automating repetitive and time consuming activities, these devices not only boost efficiency but also enable women to allocate more time towards career growth, personal care and family. This study highlights how the use of smart home appliances contribute to physical and mental well-being by reducing stress, promoting structured routines, and encouraging shared household responsibilities among family members. Furthermore, it addresses the broader implications of poor work-life balance, such as health risks, decreased productivity, and strained personal relationships. The research aims to assess the socio - economic backgrounds of working women and analyze the extent to which home appliances support them in maintaining equilibrium between professional and personal life, thereby contributing to individual well-being and organizational success.

Keywords: Female Employees, Work-life Balance, Physical and Mental Health, Home Appliances

1.1 INTRODUCTION

It is generally the female workers who often fight a tug of war between their professional responsibilities and domestic duties. It is really a big challenge for female workers to manage the workload pressure of household activities and office tasks. In this scenario, home appliances such as robotic vacuum cleaners, smart cameras and televisions, Echo dot (Alexa) and smart lights play a supportive role in easing their domestic burdens, which ultimately leads to maintain a good work-life balance.

The main automotive features present in smart home appliances, helps to avoid monotonous repetitive tasks and saves a lot of work time and energy, allowing female workers to focus more on their personal growth, career development and family life. For example, a fully automatic washing machine can perform laundry cycles with less supervision. A robotic vacuum cleaner can maintain the house clean without manual effort. Smart home appliances greatly help to reduce both physical workload and mental pressure associated with household tasks and facilitate female workers to focus more on their official work. Time management is one of the essential skills required for a working woman. Home appliances cut down the time required for daily household activities and provide more flexibility to allocate their hours more effectively. Programmable appliances like smart lights, vacuum cleaners help them to operate it even from their workplace. These features not only save time but also enable them to plan and execute their daily routine tasks in an easy manner.

It is very much essential for a working woman to maintain a good physical and mental health and reduce stress level. The better management of time helps a female worker to spend more quality time with family and personal care activities like yoga, meditation, hobbies, exercise, or sometimes education too.

Gone are the days, when household works were primarily seen as a woman's responsibility. The easy to perform facility of today's home appliances has gained greater participation from their life partners and children. This fosters a highly cooperative and happy family environment. Present complex economic conditions compels both the life partners to earn money, to lead a better life. Thus the role of smart home appliances is found to be seen as a boon to female workers. Maintaining a good work-life balance will reduce stress and burnout which ultimately leads to a good physical and mental health of female workers. A balanced work-life is essential for an overall healthy women workforce which will contribute to attain greater social well being and organisational outcomes.

Home appliances are no longer seen as a luxury item but as an essential element of today's modern life. There is a continuous effort being made to integrate and innovate home appliances to better suit the requirements of women. Hence women are expected to have a good support in continuing their journey towards a balanced, fulfilling life. With better support from other family members, these smart home appliances will continue to have a positive impact on women's lives.

1.2 OBJECTIVES OF THE STUDY

1. To study the socio-economic background.
2. To know the role of home appliances in work-life balance.

1.3 REVIEW OF LITERATURE

M. Sasikumar & S.Sujatha [2023] in their study "Work-life Management Among Women Employees Working in shifts with Reference to Electronic Manufacturing Industry in Chennai" made an attempt to identify the nature of Work-Life balance management practices among the women employees. They have used the 5 - Point Likert scale in their questionnaire and found that the effect of family support on work satisfaction is not directly evidenced but visible through family to work enrichment.

Robinal Islam Akash (2023) in his research project "Exploring Work-life Balance Among Female Employees at Lovely Professional University: A Comprehensive study" investigated the intricate concept of work-life balance among female employees in India. The main factors which can affect the work-life of female employees are (i) Lack of support from family and boss (ii) Lack of trust worthy persons. He also Suggested that female employees should have access to certain benefits like flexible working hours, job sharing opportunities, etc.

Dr. M. Bhuvaneswari and K.Keerthana (2024) in their article "A study on Work-life Balance towards Women Employees at Salzer Electronics Limited Coimbatore" measured the level of satisfaction by female employees on varied determinants of work-life balance. Using the tools Simple Percentage method and Chi-Square analysis, suggested that there are some gaps in employee's satisfaction towards the Electronics Industry.

Shu Tang and Walton Wider(2024) in their article "Influencing Factors of Work-Life Balance Among Female Managers in Chinese Higher Education Institution: A Delphi Study", explored the challenges faced by female managers in maintaining their work-life balance. The findings of the research revealed few primary dimensions such as (i) family factors (ii) work-related factors (iii) cultural and social norms, (iv) health factors, (v) self-management and personal skills, and (vi) support and satisfaction, that can affect work-life balance of female employees.

Ruksar Ali, Sujood and Ariba Naz (2024) in their article on "Work-life balance, Career motivation and Women: A Systematic Literature review and research agenda in the Indian Context" examined the relationship between work-life balance and career motivation. By reviewing much literature from the Scopus database, the study uncovered few critical insights that have some connection between work-life balance and women's career decisions. The study also revealed that there is an upward trend in the domains of work-life balance and career motivation among women.

1.4 STATEMENT OF THE PROBLEM

Maintaining a perfect balance of professional life and personal life is very crucial for all individuals. Failing which, may lead to lower harmony, distress, and chaos in anyone's life, working in any field.

A poor work-life balance may also lead to stress, anxiety, and burnout, which will ultimately lead to stress, and anxiety and affect physical and mental health for individuals and lower productivity for organizations.

A lack of good balance can negatively impact employee well-being, productivity, and organizational success which can lead to burnout, poor job Satisfaction, and higher turnover rates. Chronic distress and improper sleep linked with poor work-life balance can create various health problems like heart disease and stroke. Moreover, an unbalanced work-life can lead to strained relationships with family and friends, as well as a lack of time for leisure and social activities. Sometimes even a negative employee experience could damage the company's goodwill and make it more difficult to attract and retain talent.

All these consequences of poor work-life balance, such as increased healthcare costs and reduced productivity can lead to higher overall organizational costs. Thus, the utmost care has to be taken by both individuals and organizations to maintain a perfect balance of work life and personal life.

This research study aims to understand how the integration of home appliances in maintaining work-life balance can be of great help to overcome these challenges in the maximum possible way. Hence an attempt has been made to identify the positive and negative impact of home appliances on work-life balance.

1.5 RESEARCH DESIGN

The research methodology outlines a systematic approach to addressing the research problem on impact of AI on work-life balance. This study involves 150 respondents, focusing on their views about the positive and negative impact of home appliances on work-life balance. Primary data was collected through surveys designed to capture respondents' views and perceptions about home appliances. The collected data were analyzed through

Percentage Analysis: To quantify and represent responses effectively.

Rank analysis: Ranking the observation depends upon the size and the base of calculation of the rank rather than upon the original observation. In this research, rank is used to determine the factors in terms of the number of respondents and percentage.

Descriptive Analysis: To identify the most underlying positive impact and negative impact of home appliances on work-life balance, aims to yield meaningful conclusions about the influencing factor to induce home appliances in work-life.

1.6 DEMOGRAPHIC DETAILS OF THE RESPONDENT

Table No.1

Demographic profile	Particulars	Percentage Analysis
Age	Below 35 years	27
	35 to 45 years	50
	46 to 55 years	17
	Above 50 years	6
Educational Qualification	School Level	3
	Undergraduate	50
	Post Graduate	27
	Professional	7
	Technical Qualification	13
Nature of Income	Primary	17
	Supportive	83

Source: Primary data

Age of the Respondents:

The above table shows that the majority of the respondents i.e 50% had between the range of 35 to 45 years, 27% of the respondents had below 35 years, 17% of the respondents had between the range of 46 to 55 years and only 6% of the respondents had above 50 years.

Educational Qualification:

The table also shows that 50% of the respondents are under graduates who constitute the major segment of respondents, followed by post graduates who constitute 27% of the respondents, and the technically qualified persons of 13% of respondents, 7% of the respondents are professionals and 3% of the respondents are school level.

Nature of Income:

The nature of income of 17% of respondents is primary, whereas 83% of the respondents is supportive.

1.7 RANK ANALYSIS**Table No. 2 Role of Home Appliances - Rank**

Rank Factors	1	2	3	4	5	Total Score	Mean Score	Rank
Easy to perform	500	40	30	40	10	620	4.13	I
Does complex tasks	150	340	30	30	10	560	3.73	III
Personal Innovativeness	150	260	30	20	15	475	3.17	IV
Waste Reduction	100	80	105	20	65	370	2.47	V
Enhanced customer service	100	360	75	20	10	565	3.77	II

The above table reveals that the factor “Easy to perform” scores the highest mean value of 4.13 and gets the first rank, followed by the factor “Enhanced customer Service” with mean value of 3.77 stands second, very closely followed by “Does complex tasks” with mean value of 3.73 obtains the third rank.

1.8 AGREEABILITY LEVEL ON POSITIVE IMPACT OF HOME APPLIANCES ON WORK-LIFE BALANCE:

In the descriptive statistics analysis of the five Likert scale questions assessing respondents' opinion on their agreeability level on certain positive and negative impacts of home appliances on work-life balance, we identified key themes related to both private and organizational use. This statistical technique helps reveal underlying constructs by grouping related variables.

The following analysis (table no. 3 & table no. 4) indicated strong reliability across the five questionnaire items of positive impacts and negative impacts. Respondents expressed a more open-mindedness to answer all the questions. That helps to predict more reliable data.

Table No. 3
Positive impacts Agreeability- Descriptive statistics

S.No	Positive Impacts	SA	A	N	DA	SDA	Total Points	Mean Value	Indicators
1	Streamlines Work process	275	320	3	20	4	620	4.14	Agree
2	Automates Task	275	340	3	8	5	631	4.21	S.Agree
3	Cost Saving	400	172	15	40	2	629	4.19	Agree
4	Improved Productivity	100	360	90	10	5	565	3.7	Agree
5	Better Time Management	300	200	30	40	10	580	3.8	Agree

The above table depicts that “Automates task “ has been accepted as the most important positive impact of home appliances by obtaining the highest mean value., followed by the other factors (i.e) “Streamlines Work process” “Improved Productivity” “Better Time Management” are other agreeable factors with the mean values of 4.21, 4.19, 4.14, 3.8, 3.7 respectively.

Table No. 4
Negative impacts Agreeability- Descriptive statistics

S.N o	Negative Impacts	SA	A	N	DA	SDA	Total Points	Mean Value	Indicators
1	Over Reliance on Technology	150	160	150	20	20	500	3.33	Agree
2	Encourages Human Laziness	200	80	150	60	10	500	3.33	Agree
3	Digital Overload	80	280	120	30	5	515	3.4	Agree
4	Privacy Concerns	225	220	90	20	10	565	3.7	Agree
5	Lack of Human Touch	250	80	150	40	10	530	3.5	Agree

This table indicates that among the above mentioned factors “Privacy concerns” is considered to be the most negative impact of AI with the highest mean value of 3.7 and followed by “Lack of Human Touch”, “Digital Overload”, “Over Reliance on Technology” and “Encourages Human Laziness” as the other agreeable negative impacts with the mean value between (3.3-3.5).

1.9 FINDINGS OF THE STUDY

Age : Majority 50% of the respondents were aged between 18 to 20 years.

Education Level : Undergraduates represent a significant portion of the respondents accounting for 50%.

Nature of Income : Respondents having supportive source were of 83% of the sample while the balance had secondary nature.

Rank analysis : The factor “Easy to perform” had obtained the first rank to influence the respondents to use home appliances .

Descriptive Analysis:

a) Positive impacts of Home Appliances on work-life balance: From the analysis of Positive impacts of home appliances on work-life balance, it is clear that respondents have demonstrated a generally open-minded and positive attitude towards it and the factor “Automates Task” had been accepted as the most important positive impact with the highest mean value of (4.21). Followed by the remaining factors viz “Streamlines work process”, “Improved Productivity”, and “Better Time Management”.

b) Negative impacts of home appliances on work-life balance: The study also indicates that the following negative factors such as “Over reliance on technology”, “Encourages Human Laziness”, “Digital Overload”, “Privacy Concerns”, and “Lack of Human touch” are agreeable negative impacts.

This suggests that respondents have a favourable and positive attitude towards the usage of home appliances in their daily life to maintain a good balanced work-life, although there are certain negative impacts too.

1.9 SUGGESTIONS

Based on the findings, it is evident that home appliances play a significant and positive role in enhancing work-life balance, particularly through cost savings and task automation. However, the presence of certain negative impacts such as over-reliance on technology, reduced physical activity, and privacy concerns cannot be overlooked.

To maximize the benefits while minimizing drawbacks, it is recommended that awareness programs be conducted to educate users—especially working women—on the optimal use of smart home appliances. Emphasis should be placed on maintaining a balanced approach to technology use by encouraging manual engagement in certain activities to avoid dependency and promote physical activity. Manufacturers and developers should also focus on designing user-friendly, secure appliances that safeguard privacy and minimize digital fatigue.

Moreover, involving all family members in domestic chores using these technologies can further distribute the workload and reduce pressure on women. This balanced approach can ensure that the positive impacts of home appliances are sustained while mitigating the negative effects, ultimately leading to improved quality of life and productivity.

1.10 CONCLUSION

The impact of home appliances has a dual effect on work-life balance, as they pose both a positive and negative effect on work-life balance. Thus adopting well planned strategies in implementing home appliances tools and devices will be of great help to minimize the negative effects and enhance the benefits obtained from the positive factors. From this study it is seen that the factors “Cost Saving” and “Automates task” are regarded as the most valuable positive impacts of home appliances on work-life balance.

Home appliances are also easy to use and perform, which influence the users to go for adopting home appliances in daily life activities. The ethical and moral use of home appliances can benefit the individual female employees and the organization on the whole.

REFERENCES

- M.Sasikumar., & S.Sujatha. (2023) . Work-life Management Among Women Employees working in shifts with reference to Electronic Manufacturing Industry in Chennai
- Robiual Islam Akash (2023) . Exploring work-life Balance Among Female Employees at Lovely Professional University: A study to reveal factors influencing work-life balance
- Dr. M.Bhuvaneswari.,and K.Keerthana., (2024). A study on work-life balance towards women employees at Salzer electronics Limited Coimbatore
- Shu Tang., and Walton Wider., (2024) . Influencing Factors of work-life balance among female managers in Chinese education institutions: a Delphi study
- Ruksar Ali ., Sujool., and Ariba Naz .,(2024). Work-life balance,career motivation and women: a systematic literature

