



A Study on the Influence of Demographic and Work Related Aspects on the Work Life Balance of Marketing Professionals

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ABSTRACT

Today the deadlines are getting tighter and an individual's job is not only to match that deadline but also to give quality output. Due to this work pressure it becomes exceedingly difficult to maintain a family life. It becomes very difficult to have the engagement of mind with the engagement of body. In every individual's life as there are four stake holders, own personality, job, family and society. Marketing Professionals are the personnel who find out the needs or wants of a specific requirement of someone and to satisfy the mutual and continuous transaction involved with regard to economy. This study is focussed on the influence of demographic and work related variables on the work life balance of the marketing professionals. Thus the present study concludes that a low level of work life balance was found among the marketing professionals.

KEYWORDS : marketing, professionals, work-life balance, demographic

Introduction

Human Resources Management has become inevitable in all types of organizations. Individuals or persons are always behind a product or service. Effectiveness of a product or service requires proper motivation for performance. Human Resources management by its various subsystems like motivation, training, performance appraisal, performance counseling etc., aims to achieve effective management. The working condition and organizational climate in an organization enhance job motivation and Job Involvement of employees.

Now-a-days working with motivation has become a common phenomenon among employees in an organization. This motivation is effectively achieved through training. Marketing personnel are exposed to such type of motivation training periodically. As a result of working with motivation, the problem of Work Life Balance creeps into the picture. However, by some or other means they try to work out Work Life Balance to cope up with their job. How far are they successful and to what extent they cope with is a major research issue.

Work Life Balance is the degree to which individuals are able to satisfy their important personal needs while employed by the firm. Companies interested in enhancing employees will generally try to install in employees feelings of security, equity, pride, family democracy, ownership, autonomy, responsibility and flexibility. They try to treat employees in a fair and supportive manner, open communication channels at all levels, offers employees opportunities to participate in decisions affecting them and empower them to carry on through assignments. However managing activities at home is the domain of the employee.

Today the deadlines are getting tighter and an individual's job is not only to match that deadline but also to give quality output. Due to this work pressure it becomes exceedingly difficult to maintain a family life. It becomes very difficult to have the engagement of mind with the engagement of body. In every individuals life as there are four stake holders; own personality, job, family and society.

It is very important to give equal importance to all the stake holders. A person who is a workalcoholic and does not enjoy his family life cannot be termed a successful person. When a life encounters such imbalance then the peace and harmony of life vanishes and there is an adverse effect of it on the Work Life too. To avoid such situation one should always try to avoid this imbalance in life. The transition from Work life imbalance to Work Life Balance has obvious benefits to an organization and its employees.

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lated variables on the work life balance of the marketing professionals.

Review of Literature

Greenhaus and Beutell (1985) suggest that conflict occurs when either time devoted to the requirements of one role, or strain from participating in a role or finally, specific behaviours required by a role, make it difficult to fulfil the requirements of another. Moreover, conflict intensifies when roles are salient, central to the individual's self-concept or when there are negative consequences for not meeting role demands.

Igbaria, et.al.(1991) found that employees whose work setting was compatible with their career orientation reported higher levels of work and life balance than employees whose career orientation did not match attributes of their work setting.

Carlson, Kacmar and Stepina (1995) propose that in addition to time-based conflict, social identity should be considered concurrently. They found that as time spent in the work role and the identity that an individual derives from the work role became incongruent, the conflict increased. Furthermore, individuals who have strong identities with either role, or significant identities in both the work and non-work roles, experience more role conflict.

Jensen and Joyee (2005) in their research article, "Open for Business", present the sum of an interview with several Marketing Professionals concerning the role of the Internet in the marketing strategy of hospitals in the U.S. The study emphasizes that web is one of the most relevant marketing components in health care today. It is almost the perfect marketing package, from planning to response tracking, reanalysis and planning. It has been concluded stating that, what is considered effective marketing strategy is changing, interestingly due to new communication tools, including the internet and this reduces stress in their work.

A study by Hughes and Boziones (2007) on bus drivers indicated that work-life imbalance was not only a source of concern but also that it was the major source of dissatisfaction for the participants. Furthermore, the participants made a clear connection between problems with work-life balance and withdrawal behaviors, including turnover and non-genuine sick absence. The study used exploratory research to examine the issues related to work life balance of employees working in call centres. The findings of the study show that there is significant impact of nature of job on work life balance of call centre employees. . There is a difference in the work life balance of male and female call centre employees.. There is no difference in the work life balance of day and night shift call centre employees.

Methodology

Descriptive research design was adopted for the present study. The universe of the study is the marketing professionals (Male, Married, Marketing Professional) working in two wheeler Automobile Industry in Coimbatore. The purposive sampling technique was adopted by the researcher for the purpose of selecting the samples. The researcher has designed a structured questionnaire to collect the necessary data from the respondents which consist of two parts namely demographic profile and work life balance scale. The data were analysed using mean, standard deviation, ANOVA, T-test.

Objectives of the Study

1. To study the demographic profile and work related information of the marketing professionals.
2. To assess the level of work life balance of the marketing professionals.
3. To study the influence of demographic variables and work related variables on the work life balance of the marketing professionals.

Analysis and Interpretation

Table 1: Demographic Profile

Variables	Particulars	Frequency	Percentage
Age	Below 20	11	4.8
	21 to 30	166	72.2
	31 to 40	41	17.8
	41 and above	12	5.2
Educational Qualification	Higher Secondary Level	18	7.8
	Under Graduation	92	40.0
	Post Graduation	96	41.7
	Diploma	24	10.4
Designation	Low level	41	17.8
	Middle level	69	30.0
	Top level	120	52.2
Salary	Rs 3000-5000	61	26.5
	Rs 5001 to 10000	152	66.1
	Rs 10001 to 20,000	17	7.4
Experience	Below 1 year	44	19.1
	1-5 years	135	58.7
	6-10 years	47	20.4
	10 years and above	4	1.7
Family type	Joint	105	45.7
	Nuclear	125	54.3
Spouse working	Yes	176	76.5
	No	54	23.5

The table 1 shows that majority (72.2%) of the respondents belong to the age group between 21 to 30 years, 41.7% of the respondents have completed their post graduation, 52.5% of them were designated at the top level and 66.1% of the respondents draw salary between Rs.5001 to 10000. More than half (58.7%) of the sample respondents had 1 to 5 years of experience, more than half (54.3%) of the total respondents belong to nuclear type of family and three fourth (76.5%) of the respondents stated that their spouse is employed.

Table 2: Work Related Information

Variables	Particulars	Frequency	Percentage
Target oriented work	Yes	207	90.0
	No	23	10.0
Working hours	8 to 9 hours	37	16.1
	9 to 10 hours	86	37.4
	11 hours and above	107	46.5
Interpersonal Relationship	Comfortable	216	93.9

	Not comfortable	14	6.1
Means of transport	Own vehicle	141	61.3
	Vehicle provided by the organization	81	35.2
	Others	8	3.5
Leave benefits	Paid vacation leave	39	17.0
	Sick leave	155	67.4
	Casual leave	31	13.5
	Educational leave	5	2.2
Extended benefits	Life insurance	60	26.1
	Health insurance	53	23.0
	Provident Fund	108	47.0
	ESI	9	3.9

The table 2 depicts that ninety percentage of the respondents accepted that their work is target oriented, less than half (46.5%) of the sample respondents work above 11 hours / day and majority (93.9%) of the respondents opined that they feel comfortable about their interpersonal relationship at work place. Most (61.3%) of the respondents have their own vehicle as their means of transport for work, 67.4% of the respondents were getting sick leave benefits from their organization and forty seven percentage of the respondents are provided with provident fund as an extended benefit from the organization.

Table 3: Level of Work Life Balance

Variables	Particulars	Frequency	Percentage
Work Life Balance	Low level (25 to 35)	90	39.1
	Moderate level (36 to 41)	69	30.0
	High level (42 to 50)	71	30.9
	Total	230	100.0

The table 3 indicates that 39.1 % of the respondents had low level of Work Life Balance, 30.9% of the respondents had a high level of Work Life Balance and 30 % of the respondents had a moderate level of Work Life Balance.

Table 4: Influence of Demographic Variables on the Level of Work Life Balance

Variables	Statistical Tool	Value	Result
Age	ANOVA	F = 3.185 P<0.05	Significant
Educational Qualification	ANOVA	F = 2.648 P<0.05	Significant
Designation	ANOVA	F = 0.228 P>0.05	Not-Significant
Salary	ANOVA	F = 7.107 P<0.05	Significant
Experience	ANOVA	F = 13.945 P<0.05	Significant
Family type	t-test	t = 3.35 P<0.05	Significant
Spouse working	t-test	t = 2.75 P<0.05	Significant

The table 4 depicts the results of the ANOVA and t-test. The results show that there is a significant difference in Work Life Balance scores based on the age of the respondents. The analysis of the mean values indicates that the respondents belonging to the age group of above 41 years had better Work Life Balance than others. This may be because the respondents belonging to this age group will have experience both in the work as well as in their life. So the respondents know how to balance between the life and work

There is a significant difference in Work Life Balance scores based on the educational qualification of the respondents. The mean scores indicate that the respondents who are diploma holders had more Work Life Balance followed by the degree holders. The diploma holders will have more of technical knowledge specialized in Automobile Engineering, so they are able to complete their work within a limited time.

There is no significant difference in Work Life Balance scores based on their designation.

There is a significant difference in Work Life Balance scores based on the monthly income of the respondents. The mean scores indicate that the respondents earning between Rs.3000 and Rs.5000 per month had more Work Life Balance than the respondents drawing salary of above Rs 5000. The marketing professionals will have to work hard for their incentives. Those respondents drawing below Rs.5, 000 have more time to spend with their family members; obviously they will have more Work Life Balance.

There is a significant difference in Work Life Balance scores based on the experience of the respondents. The mean scores indicate that the respondents who had less experience (Below 1 year) had more Work Life Balance. The respondents belonging to this category may be fresher to this profession, so they are in the learning stage. The respondents will not be given more responsibility in the work as well as in the family. This may be a reason for their Work Life Balance.

There is a significant difference in Work Life Balance scores based on the type of family of the respondents. The respondents belonging to the nuclear family had more Work Life. There will be only minimum members in the nuclear family so the responsibility/ expectation from family members in the family may be less when compared to the joint family. This may be one of the reasons for the respondent in nuclear family for having more Work Life Balance.

There is a significant difference in Work Life Balance scores based on the employment of the respondent's spouse. An analysis of the mean values indicates that the respondents whose spouses are employed have more Work Life Balance. In earlier days, head of the family is the bread winner of the family and was responsible for the economic status and women were responsible for the household activities of the family. But now the women have taken an active role in the job and to support the family financially. So the men have fewer burdens to take care of the family.

Table 5: Influence of Work Related Variables on the Level of Work Life Balance Variables Statistical Tool Value Result

Variables	Statistical Tool	Value	Result
Target oriented work	t-test	t = 2.42 P<0.05	Significant
Working hours	ANOVA	F = 9.959 P<0.05	Significant
Interpersonal Relationship	t-test	t = 1.27 P>0.05	Non-Significant
Means of transport	ANOVA	F = 4.916 P<0.05	Significant
Extended benefits	ANOVA	F = 28.086 P<0.05	Significant

Table 5 shows that there is a significant difference in Work Life Balance scores based on the respondent's opinion about their work as target oriented or not. The respondents whose work is target oriented had more Work Life Balance. Since most of the respondents belong to the younger age group, they might be enthusiastic and more committed to complete the task assigned to them. The incentives are also based on the achievement of target. They understand the reality and balance between work and life.

There is a significant difference in Work Life Balance scores based on the number of working hours of the respondents. The mean scores

indicate that the lesser number of working hours leads the respondent to high Work Life Balance. The respondents will have more time to spend with the family members after their working hours. This leads to more Work Life Balance.

There is no significant difference in Work Life Balance scores based on the interpersonal relationship of the respondents.

There is a significant difference in Work Life Balance scores based on the means of transport of the respondents. The mean scores indicate that the respondents who own a vehicle had more Work Life Balance. The marketing profession demands for a vehicle, as they have to travel to other stations for meeting the customers. Now a days due to the population growth, there is so much of traffic on roads, if the respondents own a vehicle their time will be saved instead for waiting for the bus. The respondents will be able to report on time for the duty and at home also.

There is a significant difference in Work Life Balance scores based on the availability of extended benefits. The mean scores indicate that respondents enjoying health insurance as the extended benefits provided by the organization had more Work Life Balance. This is because the family is secured with Health Insurance Coverage.

Conclusion

The issue of Work Life Balance has developed out of demographic and social changes that have resulted in a more diverse and declining workforce and different family and work models. Supporting Work Life Balance is seen as a way of attracting and retaining the labour force needed to support economic well being. Thus the present study concludes that a low level of work life balance was found among the marketing professionals. The study also concludes that the demographic variables namely age, educational qualification, salary experience, type of family and spouse working do influence the level of work life balance. It also concludes that the work related variables namely target oriented work, working hours, means of transport and extended benefits do influence the work life balance.

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