



LEVEL OF WORK-FAMILY CONFLICT AMONG MERCHANDISERS OF GARMENTS INDUSTRIES

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ABSTRACT

Work-family conflict occurs when an individual experiences contrary demands between work and family roles, causing participation in both roles to become more difficult.[1] This imbalance creates conflict at the work-life interface. It is important for organizations and individuals to understand the implications linked to work-family conflict. In certain cases, work-family conflict has been associated with increased occupational burnout, job stress, decreased health, and issues pertaining to organizational commitment and job performance.

The research started with the main objective to find out the extent of the work-family conflict among merchandisers and the impact of the role variables, (Work Role Conflict, Work Time Demands, Work Role Ambiguity, Family Role Conflict, Family Time Demands, and Family Role Ambiguity) on the Family Conflict were considered for study. This descriptive study handled with 605 samples and the tools used for analysis are percentage analysis, Z-Test, ANOVA, Correlation analysis and path analysis. The outcome of the study concludes that Work-Family Conflict of merchandisers are influenced more by Work and Family Role Variables that decrease the job satisfaction and harmony of the family of merchandisers.

KEYWORDS :

Merchandiser

Merchandiser is the interface between Buyer & Exporter. He is the responsible from order analysis to shipment. So Merchandising is the very valuable department in the Apparel Industry. This Article explains the main responsibilities of merchandisers.

Merchandising is the department which mediates marketing and production departments. Some times, merchandising department will have to do costing and pricing also. In any case, the merchandiser is the person whose responsibility is to execute the orders perfectly as per the costing and pricing. So it is a very valuable department.

Following are the main responsibilities of merchandisers.

- Internal & external communication,
- Sampling,
- Labdips,
- Accessories & trims,
- Preparing internal order sheets,
- Preparing purchase orders,
- Advising and assisting production,
- Advising quality department about quality level,
- Mediating production and quality departments,
- Giving shipping instructions and following shipping,
- Helping documentation department,
- Taking responsibility for inspections and
- Following shipment.

The family is very small unit in every society and it is the base of the society itself. And it is contributed to develop culture and economy. Family can be defined as "a group consisting of two parents and their children living together as a unit" (The Concise Oxford Dictionary, 1999). As a person, everyone plays a vital role in their families. As an employee also plays a vital part in his/her office or factory. The part of human life is the work; it is defined in same Dictionary as "activity involving mental or physical effort done in order to achieve a result. The work - family conflicts have been identified as one of the issues propelling any society's damage in various aspects; social, cultural and economic. Administration of the working place is committed to a sustainable development strategy. Protection of the social life of workers, maintenance of working environment and facilities, maximization of organizational economic benefits to the larger cross sections of the business. The Dictionary defines conflict as "a serious disagreement or argument". Further employee's health and

performance are directly affected by work - family conflicts and inevitable result cannot be avoided from the employee functionalities in organization.

THE GARMENT INDUSTRY IN INDIA

In India one of the traditional and thriving businesses is textile and garment industry which had a remarkable stand out, especially after abolition of the global quota system. Today India has it reach in exporting garments to more than 100 countries including US, Europe, Latin America, Middle East etc., more than ever in the last year garment export India had nearly \$5000 million and about 1200 million pieces with an embark. The countries like China, Korea, Pakistan, Bangladesh, Malaysia, and Sri-Lanka which rouse up nowadays as the major competitors of India. In Indian total textile exports, 41% holds up from Readymade Garments. Tirupur is a key trade hub of India, which gained universal recognition as the leading source of Hosiery, Knitted Garments, Casual Wear and Sportswear. In last three decades Tirupur has emerged as the knitwear capital of the country. Exports from Tirupur, paved way for employment to over five lakh people, which crossed Rs.12, 000 Crores in the market last year.

WORK – FAMILY ISSUES OF MERCHANDISERS

The merchandiser along with his pressurized work role, and also being a family man has to take over family role. Married merchandisers, whose wives are also working, definitely will find it difficult to run a satisfied life with all the demands being fulfilled in each role, i.e., as a merchandiser and also as a family man (son of elders, husband of a wife and also the father of his children).

STATEMENT OF THE PROBLEM

Researches in Social Studies depict the consequences of work and work related aspects and the same in the family domain. Thus, work, family, and work-family (inter role) conflict are three measures of role conflict, measured at an individual's level. An employee's reciprocal nature of the work-family conflict is emphasizing the effects of work interfering with family and family interfering with work. Work-family conflict has found unpleasant atmosphere spilled over from family to work and vice versa, but pleasant frame of mind had few spillover effects. Garment Industry is also facing the larger demands of foreign buyers. After Globalization this industry endures too many problems to sustain the competitiveness with China, Bangladesh etc., The extended working hours, compulsory overtime, committed deliveries by the firms; shorter manufacturing

cycles, Contingency in outsourcing etc., increased the stress level of the employees at their job and lead to job dissatisfaction and family conflicts which ultimately end up with higher attrition rates and low morale.

OBJECTIVES OF THE STUDY

1. To find out the level of Work-Family Conflict existing among merchandisers in garment industries at Tirupur.
2. To identify the influence of personal profile of merchandisers on various variables of Work-Family Conflict.

Hypotheses of The Study

1. There is no significant correlation between Work Family Conflict (WFC) and taken Work Role Variables, i.e. $\rho=0$. (Work Role Conflict, Work Time Demands, Work Role Ambiguity)
2. There is no significant association between Work Family Conflict (WFC) and taken Family Role Variables. (Family Role Conflict, Family Time Demands, Family Role Ambiguity)

SUGGESTIONS

GENERATE AWARENESS OF WORK-FAMILY CONFLICT

Work-Family Conflict is high among merchandisers. But their awareness in this regard is too poor. They name it as stress, tension, lack of time, misunderstanding of family members etc. No one is aware of the exact problem. Generating awareness towards Work Family Conflict may help them to handle it.

IMPLEMENTATION OF HR POLICIES

Many social support measures like transportation and communication facilities are provided. But the other aspects of HRM like leave facilities and support from superiors are more in papers than in reality. Implementing these leave facilities especially, with the support of superiors who can understand the family circumstances and help them in providing leave when they are in need can reduce the Work-Family Conflict among merchandisers.

MERCHANDISERS - ROBOTS

Merchandisers do not have any stipulated work timings. They have to race against the shipment timings. As a result they work continuously for a couple or more days to achieve the target which keeps them out of touch with their families and this in turn increases Work-Family Conflict

CONCLUSION

The obtainable facts all the way through study with literature review on hands, it can be reckoned that Work-Family Conflict is a well known social and psychological phenomenon. Work-Family conflict is widely witnessed in western nations, and nowadays its ogle falls on India. In Indian economy knitting industry has its own connotation and merchandisers are positioned in center as the business dealers of the knitting industries whose style of work is totally poles apart from others.

Work-Family Conflict of merchandisers is influenced more by Work and Family Role Variables.

Work-Family Conflict may decrease the job satisfaction and family satisfaction. If respondents' job satisfaction increases, then their family satisfaction may also increase. The causes of work-family conflict are identified as the various problems underwent by merchandisers in both the domains. In different research studies on work-family conflict elucidate the out come of work-family conflict, which impinge on the health of employees, family system and satisfaction level in job and family. In various instance it may affect the organization also.

Human Resources Management in knitting industry focuses various issues on labour practices and policies. Now this in turn focuses on individual's healthy life in-contour to family. Indeed, one impetus for companies to proffer at workplace are family-supportive programmes (e.g., flextime, child care assistance, etc.), and for employed parents to devise such programmes, which has

been a gauge to reduce the prevalence of these conflict. Results show that if work-family conflict reduces job and family contentment of the merchandisers increases.

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