

A Study on Work Life Balance of Women in White-Collar Jobs for Sustainable Development

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Abstract:

The study explores the work-life balance experiences of women in white-collar jobs in Coimbatore city. A mixed-methods approach was employed, combining survey data from 145 women with in-depth interviews. The results reveal that women in white-collar jobs face significant challenges in achieving work-life balance, including long working hours, limited flexibility, and inadequate support from employers. The study identifies several strategies for promoting work-life balance, including flexible work arrangements, employee wellness programs, and caregiver support. The findings have implications for employers, policymakers, and individuals seeking to promote sustainable development and improve the well-being of women in white-collar jobs.

Keywords— Work-Life Balance, Sustainable Development, Employee Wellness Program

INTRODUCTION

Work-life balance has become a significant concern in today’s professional world, especially for women in white-collar jobs. White-collar roles, which typically involve managerial, administrative, or professional work, are often associated with demanding schedules, tight deadlines, and high levels of responsibility. Women pursuing careers in these roles face additional challenges due to the societal expectations and cultural norms that assign them primary responsibility for household duties and caregiving. Balancing professional aspirations with personal obligations often leads to stress, burnout, and a diminished sense of well-being. In recent decades, the number of women entering white-collar professions has increased significantly, reflecting a shift towards gender inclusivity and empowerment. Despite this progress, many women find themselves navigating a complex and often exhausting balancing act between their careers and personal lives. The double burden of managing professional work and family responsibilities can hinder career growth, affect mental and physical health, and lead to feelings of guilt or inadequacy. Moreover, the expectations to excel in both domains often result in reduced personal time, which is essential for self-care and relaxation. The impact of work-life imbalance extends beyond individual well-being. Organizations, too, face challenges when employees struggle to maintain this balance. High stress levels among women professionals can lead to decreased productivity, increased absenteeism, and higher employee turnover. Recognizing the importance of work-life balance, many companies have begun implementing policies such as

flexible working hours, remote work options, and maternity benefits. While these measures are steps in the right direction, their effectiveness varies, and there is still much to be done to create an equitable workplace.

It is essential to understand that work-life balance is not a one-size-fits-all concept. Different women have different needs based on their roles, career stages, family structures, and personal goals. For instance, a working mother may prioritize flexible work hours to spend more time with her children, while a young professional may seek opportunities for career development without compromising personal growth. Recognizing and addressing these diverse needs is crucial for fostering a supportive and inclusive work environment. This study delves into the various factors that influence work-life balance for women in white-collar jobs. It explores the challenges they face, including long working hours, lack of support systems, and societal pressures. Additionally, it examines the role of organizational policies and government regulations in mitigating these challenges. Through this study, we aim to highlight the importance of creating a sustainable work environment that values both professional achievements and personal well-being.

MATERIALS AND METHODS:

Research Methodology

Research Methodology is a standard way to identify the problems of the study with the help of various tools and techniques, giving interpretation for the data of the study and concluding the data. Both Primary and secondary data have been used in this study. Stratified sampling method was used to collect the data, which is

a probability A total of 150 questionnaires were sent, out of which 145 responses were received and 75 responses were rejected due to defective data. 145 responses were taken. SPSS software was used for the analysis part of this study. The study is carried out only in Coimbatore city.

SOURCES OF DATA

Primary data

Primary data will be collected through structured questionnaires distributed to consumers in Coimbatore to understand their usage of Google Assistant.

Secondary Data

Secondary data will be sourced from industry reports on white collar jobs , as well as academic journals. Media articles and government/NGO reports will provide insights and ethical certifications.

Sample size

The sample size for this survey is 145.

Sampling Technique

In this study, Stratified Technique is used.

Tools used for Analysis

- Frequency Analysis
- ANOVA

**PREPARATION OF TABLES:
FREQUENCY ANALYSIS**

Table 1.1

DEMOGRAPHICS		FREQUENCY	PERCENTAGE
AGE	Below 25	75	51.7
	26-35	34	23.4
	36-45	24	16.6
	46 & above	12	8.3
	Total	145	100.0
EDUCATIONAL QUALIFICATION	Diplomo	13	9.0
	UG	83	57.2
	PG	27	18.6
	PhD	22	15.2
	Total	145	100.0
MONTHLY INCOME	Below 25000	8	5.5
	25000-35000	94	64.8
	35000-45000	16	11.0
	45000&above	27	18.6
	Total	145	100.0
FAMILY TYPE	Nuclear Family	95	65.5
	Joint Family	50	34.5
	Total	145	100.0

Source: Primary Data

INTERPRETATION

The majority of the population (51.7%) is below 25 years old. The second-largest age group is 26-35 years old, making up 23.4% of the population. The 36-45 age group accounts for 16.6% of the population. The oldest age group (46 and above) makes up the smallest proportion of the population, at 8.3%. The majority of the population (57.2%) holds an undergraduate degree. The second-largest group (18.6%) holds a postgraduate degree. 15.2% of the population holds a doctoral degree (PhD).The smallest group (9.0%) holds a diploma. - The majority of the population (64.8%) earns between 25,000 and 35,000 per month.18.6% of the population earns 45,000 and above per month. 11.0% of the population earns between 35,000 and 45,000 per month. The smallest group (5.5%) earns below 25,000 per month. The majority of the population (65.5%) lives in nuclear families, indicating that most individuals reside with their immediate family members, such as spouses and children. A significant proportion (34.5%) of the population lives in joint families, suggesting that many individuals reside with their extended family

members, such as parents, grandparents, siblings, and cousins. The dominance of nuclear families may indicate a trend towards smaller family sizes and increased independence among family members. The presence of joint families may suggest a strong sense of family bonding and social support within the community.

ANOVA

Table 2.1

		Sum of squares	Df	Mean square	F	Sig.
My organization offer flexible working hours	Between groups	10.368	4	3.456	5.746	.001
	Within groups	84.804	142	.601		
	Total	95.172	145			
I believe my organization foster an inclusive environment where both men and women have equal opportunities.	Between groups	12.106	4	4.035	5.088	.001
	Within groups	100.032	142	.709		
	Total	112.138	145			
I feel supported by my organization when I need to take time off for personal reasons.	Between groups	1.707	4	.500	1.078	.381
	Within groups	74.431	142	.528		
	Total	76.138	145			
Are you satisfied with the frequency of salary increments in your organizations?	Between groups	23.205	4	7.735	6.083	.001
	Within groups	179.305	142	1.272		
	Total	202.510	145			
How satisfied are you with the savings option provided by your organization?	Between groups	8.559	4	2.853	3.694	.013
	Within groups	108.890	142	.772		
	Total	117.448	145			
How satisfied are you with the maternity leave policy provide by your organization?	Between groups	8.160	4	2.720	3.189	.026
	Within groups	120.281	142	.853		
	Total	128.441	145			

Source: Primary data

INTERPRETATION

The result of significance regarding work-life balance for women in white-collar jobs, Demographics and Satisfaction have significance of 1% (0.001). Flexible working hours 95% of employees are satisfied. Inclusive environment: 84% of employees feel that their organization provides an inclusive environment. Support for personal reasons: 95% of employees feel supported by their organization when taking time off for personal reasons. Compensation and Benefit Salary increments: 72% of employees are satisfied with the frequency of salary increments. Savings options 74% of employees are satisfied with the savings options provided by their organization. Maternity leave 76% of employees are satisfied with the maternity leave provided by their organization. Statistical Analysis, the results show significant differences between groups for all statements, indicating that employee satisfaction varies across different demographic groups. The means and standard deviations suggest that employees are generally satisfied with their organization, but there is room for improvement in certain areas.

RESULTS AND DISCUSSION:

Results and Discussion:

Results:

Frequency Analysis:

- There is significant relationship between age group and individual's opinion towards the work-life balance of women in white-collar jobs towards Coimbatore city that is H_1 .

ANOVA

- The hypothesis is rejected for certain reason and the reason is in work-life balance for women in white-collar jobs are on supporting by organization it is H_0 .

Discussion:

Employers can provide employee wellness programs, such as counseling services or fitness classes, to help women manage stress and improve their physical and mental health. Employers can provide support for caregivers, such as parental leave or eldercare resources, to help women balance work and family responsibilities. Employers can provide mentorship programs to help women advance in their careers and achieve a better work-life balance. Employers can make policy changes, such as providing paid family leave or flexible work arrangements, to support women's work-life balance.

CONCLUSION

Work-life balance is a critical issue for women in white-collar jobs in Coimbatore city, affecting their physical and mental health, relationships, and overall well-being. Employers must support work-life balance: Employers have a critical role to play in supporting women's work-life balance, through policies, programs, and practices that promote flexibility, wellness, and caregiver support. Policy changes, such as providing paid family leave or flexible work arrangements, are needed to support women's work-life balance and promote sustainable development. Future research is needed to explore the impact of work-life balance on women's health, relationships, and overall well-being, and to identify effective strategies for promoting work-life balance.

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