ABSTRACT

The highly competitive globalized environment results in increase in job pressure which lead to distract work life balance among the employees in banking industry. Employee job satisfaction and retention linked not only with financial constraints. Apart from that there is consequent intention in leaving the organization was employees struggle between their work and life. Many of the organization started realizing it and the employers were providing work life assistance programs to enrich them further. The achievement of organizational goals and high customer satisfaction will be ensured by employee’s perception towards achieving high work life balance.

There is increasing evidence that the work-life imbalance has direct impact towards employee retention, job satisfaction and job stress. It is acknowledged that work life balance policies are beneficial for employees and family members. In this study the paper reviews the work life balance policies influence towards employees work life balance as well as job satisfaction. Organization and employees together seek better way of managing the tension between work and family demands, there has been an increasing research in the work life conflict and family work conflict issues nowadays.

This research paper delivers an analysis of the antecedents to work-life conflict and family-work conflict among the bank professionals, as well as resolutions that organization may gadget to proliferate the work-life balance of banking professionals. The dissertation also explores the work life balance practices and its impact towards employee job satisfaction and perception on work life balance in the banking industry of Coimbatore district. The descriptive method of research applied here for examining the comparative study of banking employee’s perception towards work life balance. The population of the study constitutes both private and public sector employees in Coimbatore district. The simple random sampling is applied to choose the respondents. A sample size of
1100 employees was chosen with equal number of 550 from private sector employees and 550 from public sector employees. The collected data was from diversified group of banking employees of private and public sector employees in Coimbatore district. The secondary data for the research study was collected from various journals, websites, newspaper, previous research articles, books and internet sources.

With this issue in mind an attempt was made in this research study to evaluate the work life balance among the banking employees. The structured well developed questionnaire was used as a survey instrument. The questionnaire consists of twelve different sections of structured survey instrument. WLB (Work Life Balance Questionnaire), WLF (Work Life Conflict Questionnaire), FWC (Family Work Conflict Questionnaire), WRV (Work Related Variables Questionnaire), FRV (Family Related Variables Questionnaire), JSS (Job Stress Scale Questionnaire), TIWLB (Technology Interference with Work Life Balance Questionnaire), CS (Co-worker Support Questionnaire), OS (Organizational Support Questionnaire), SS (Supervisor Support Questionnaire), JSL (Job Satisfaction Level Questionnaire) and WLBPs (Work life Balance Policies Questionnaire) were adopted and validated to the present context. The demographic variables such as age, gender, job profile, designation, marital status, spouse working, nature of family, number of children, travelling time to office and total experience were included in the questionnaire.

The researcher used five point rating scale namely ‘strongly agree’, ‘agree’, ‘neutral’, ‘disagree’ and ‘strongly disagree’ used for rating the answers to the question. SPSS is used to compute the reliability consistencies and all the questionnaire scale was checked for its validity and reliability. The collected data was computed using the statistical tools such as Chi-square Analysis, Two way ANOVA, Correlation analysis, Factor analysis, Regression Analysis, and Discriminant analysis.
The Chi square test reveals that the age, gender, job profile, marital status, nature of family, nature of job and working hours were closely associated with work life balance among public sector employees. Observing in terms of analysis, employees in the age group of 56-62 years of public sector employees feel highly satisfied with their work life balance. The Chi square test reveals that job profile, marital status, nature of family and working hours are closely associated with work life balance. Similarly there is no relationship exist among the private and public sector employees on the account of the experience variable.

The analysis of ANOVA shows that the personal factors like job profile, marital status, number of children, spouse job, current experience, care taker for children, daily time spent with family and regularity of taking foods are having significant relationship with the level of job satisfaction perceived by the private sector banking employees. Similarly in case of the public sector employee’s personal factors like gender job profile, marital status, number of children, spouse job, nature of job, number of working hours per day, current experience, number of times jobs switched, care taker for children, daily time spent with family and regularity in taking foods are significant with level of job satisfaction.

The output of the multiple regression revealed that the demographic variables is more associated with marital status, nature of family, number of working hours and travelling time to work place among the private sector bank employees work life balance. Similarly in case of public sector bank employees the level of work life balance is associated with marital status, nature of family, nature of job, organizational support, supervisor support, co-worker support and technology intervention.

The discriminant analysis was applied to the respondents of private sector based on the low and high work life conflict level. The following factors
significantly discriminate the two groups. They are marital Status (at 1% level), number of working hours per day (at 5% level) and overall experience (at 1% level).

Similarly the discriminant analysis was applied to the public sector banking employees based on the low and high work life conflict level. The following factors significantly discriminate the two groups. They are marital status (at 1% level), traveling time to work place (at 1% level) and Regularity of taking foods (at 1% level).

The correlation outcome of the study revealed that the variables such as technological interference and work life balance policies having high positive association.

The main factors consider for the factor analysis includes work family conflict, family work conflict, family related issues, job stress, technology interference, coworker support, supervisor support, organization support, job satisfaction and work related issues. The output of the analysis revealed that these are considered as key determinants of work life balance both in case of the private and public sector employees.

The outcomes of the study highlight the variables linked with satisfying and dissatisfying factors associated with work life balance of private and public sector employees. The perception of the private and public sector employees towards work life balance also highlighted. The study suggest that management should formulate the policy in order improve the areas of employees work life balance. It is worth here to note that practitioners can accept the research confirmed evidences in order to proliferate the employee’s work life balance and to reduce the work life conflict and family work conflict.