CHAPTER 4

RESEARCH

METHODOLOGY
4.1 TITLE OF THE STUDY

A study on the impact of Socio-Economic Variables on Work-Life Balance of Women Employees of Selected cities in Gujarat State

4.2 SIGNIFICANCE OF THE STUDY

The Study is important from several aspects. The objective of this study is to identify the impact of socio economic variables on the work life balance of women employees. This study will benefit the field of Human Resources Management by examining discrimination at different levels. Primarily to the women employees who participate in this study get a chance to explore their ideas and feelings about such an important issue of balancing their personal and professional life. Some suggestions from their side make them analyse their own way of balancing. The management of the organisation will also benefited by knowing the pitfalls where women employees fall short of balance due to lack of some policies or due to implementation of required policies. Some observations may be useful to academicians, industry people and policy maker. The policy makers would also consider the area of improvement about the policies. This study may also be helpful to the future researchers to carry out their investigation in this area with broader insight.

4.3 OBJECTIVES OF THE STUDY

1. To study the impact of following variables on Work-life balance of Women Employees in context of following variables.
   - Age
   - Education
   - Type of family
   - Marital status
2. To determine factors affecting work life balance.
3. To study the overall impact of work life balance on women employees.
4. To identify the suggestions/recommendations to improve the balance between work life and family life.
5. To find out the support policies from the organisation to balance work life.
6. To study the effect of Work Life Balance on women’s family life and vice a versa.
4.4 UNIVERSE:
To study the impact of socio-economic variables on work life balance of women Employees in selected cities of Gujarat state, the women employees working in different organisations in the year 2015-2016 have taken as population for study.

4.5 SAMPLE SIZE:
The sample of present study consisted of 350 women employees from different selected cities of Gujarat state. The sample of the study is selected by visiting different workplace (Govt. office, Private company, Private firm, Hospital, Trust, School, College, etc.) from which information about women employees and their work life balance has been gathered and these women employees are selected as a sample of the study.

4.6 SAMPLING TECHNIQUES:
The samples are selected using non-probability convenience sampling from information of the women employees in different organizations.

4.7 SAMPLING AREA:
Organizations consisted of women employees in different selected cities viz. Vadodara, Anand, Nadiad  Surat and Navsari of Gujarat State.

4.8 RESEARCH DESIGN:
The research design proposed for the study is ‘Descriptive’ type of research study.

4.9 TOOL FOR DATA COLLECTION:
- The study has a descriptive design with the main aim to study the work life balance of Women Employees.
- A typed structured questionnaire is used as a tool for data collection. It contains questions regarding the demographic data of the Women Employees and questions regarding Work Life Balance issues. The questionnaire contained six different sections:
1. Section A: Demographic and Socio-Economic Factors
2. Section B: Work Place related Factors
3. Section C: Work-Life Balance Issues
4. Section D: Effect of Work-life balance on Family Life and Work Life
5. Section E: Support from Organisation
6. Section F: Current Practices followed to balance between work and Life

- The other tools like interview of the respondents and the recording of their interview and video-graphy are also used as in research study.
- Secondary data is collected through many journals and published reports from the government websites and many Research articles, periodicals, manuals, newspapers. Many internet sources for reviewing research work related to research topic have been used.

4.10 METHODS FOR DATA ANALYSIS:

- Researcher tried to make an attempt to present the data in simple and lucid form. For this purpose charts and whenever required tabulations, charts and description are provided.
- The interpretation has been done by using both percentage and frequency for the total availability of the valid filled in Questionnaires. The hypothesis will be tested by using moreover several parametric and non-parametric test such as PEARSON’s chi-square test, Correlation, factor analysis and cross tabulation of the data

4.11 HYPOTHESIS:

1. \(H_0\)- There is no significant impact of age on work life balance of women employees.
   \(H_1\)- There is significant impact of age on work life balance of women employees.

2. \(H_0\)- There is no significant impact of education qualification on work life balance of women employees.
H₁- There is significant impact of education qualification on work life balance of women employees.

3. H₀- There is no significant impact of marital status on work life balance of women employees.  
H₁- There is significant impact of marital status on work life balance of women employees.

4. H₀- There is no significant impact of type of family on work life balance of women employees.
H₁- There is significant impact of type of family on work life balance of women employees.

5. H₀- There is no significant impact of no. of children on work life balance of women employees
H₁- There is significant impact of no. of children on work life balance of women employees.

4.12 LIMITATIONS OF THE STUDY:

The study is not free from limitations. It has been found by the researcher that the problems of women employees had wide focus and is mixture of some core concept of social science.

- While preparing questionnaire only socio-economic variable and its impact on Work Life Balance of women employees has been studied.
- The current study excludes the male employees and also the female who are self employed. Work life balance of only women employees is studied.
- Researcher has selected only 350 respondents which may be considered as a limiting factor for generalization.
- The Findings obtained may not be applicable to the entire population of women employees in India.
• Several information has been collected from the different secondary sources and any limitations of these secondary sources are applicable to this research study also.
• Limited time at the disposal of the researcher.
• Unawareness on the part of the respondents about some theoretical concepts.