

## **A STUDY ON IMPACT OF WORK LIFE BALANCE ON THE JOB SATISFACTION OF THE EMPLOYEE**

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### **ABSTRACT:**

Work-life balance is defined as a satisfactory level of involvement or 'fit' between the multiple roles in a person's life. Work-life balance for any person is having the 'right' combination of participation in paid work (defined by hours and working conditions) and other aspects of their lives. This combination will change as people move through life and have changing responsibilities and commitments in their work and personal lives.

This paper aims to find out the impact work-life balance on the employee satisfaction with respect to retail industry. This study also helps to find the areas of dissatisfaction among the employees. This help to take corrective actions against this problem.

### **KEY WORDS:**

Work-life balance, quality of work-life, job satisfaction

### **INTRODUCTION**

Work-life balance is about effectively managing the juggling act between paid work and other activities that are important to an individual - including spending time with family, taking part in sport and recreation, volunteering or any other activity. Quality of work life is defined as any activity which takes place at every level of an organization which seeks greater organizational effectiveness through the enhancement of human dignity and growth. It refers to the favorableness or unfavourableness of a job environment for people. The paper identifies its effect on various quality life conditions i.e job satisfaction, work stress, career growth, turnover, absenteeism, appreciation and competitive environment in context with Work-life Balance and its practices/policies.

Increasingly businesses are adopting practices that make a positive difference for the environment and society. Research suggests that improving the balance between working lives and the personal lives, outside work can bring real benefits for employers and

employees.

The quality of work life is characterized by both, objective and subjective indicators. The objective factors that measure the quality of work life are associated with work e.g. wages and salaries, working environment and the suitability of an employee for a job position.

The important need for the study is to reduce the stress and to improve the work life balance among the employees in the organization and improve the quality of work and motivate employees.

### **BENEFITS OF WORK-LIFE BALANCE**

Employees, working in the companies implementing work-life practices enjoy significant benefits such as:

- Being able to effectively manage multiple responsibilities at home, work and in the community without guilt or regret.
- Being able to work in flexible ways so that earning an income and managing family/other commitments become easier.
- Being part of a supportive workplace that values and trusts staff.
- A good quality of life
- An enjoyable work life and career progression
- Time with friends and family
- Time to do sports and hobbies
- Time to do voluntary work

### **OBJECTIVES OF THE STUDY**

- To study the satisfaction level of employees with respect to the Work life Balance.
- To study how the employees balancing their personal and work life.
- To offer suggestions to improve

### **ANALYSIS & FINDINGS:**

- Majority of the employees felt satisfaction regarding the working hours of the organization.
- Half of the employees felt that they have enough time to spend with their family.
- More than half of the employees felt that the work is evenly distributed and the rest

felt that they have pressure in the organization.

- Majority of the employees felt that balancing of work life management impacts the productivity of the organization.
- Majority of the employees felt satisfied with the working conditions of the organization.
- Majority of the employees felt that the clear explanation of the goals and tasks impacts on the productivity of the employees.
- Almost all the employees are satisfied with the leave facility provided by the company.
- Majority of the employees felt that recreational activities will impact on the professional and personal work life of the employees.
- Majority of the employees expressed that the communication between the superiors and subordinates in all the departments in the organization.
- Majority of the employees felt happy with the supportive work environment with the peer group.
- Majority of the employees felt that the job security impacts of the productivity of the employee.
- Majority of the employees are dissatisfied with the salary package offered by the organization.

#### **SUGGESTIONS:**

- The company should provide adequate salary package according to their work.
- The organization has to distribute the work evenly which reduced the work stress of the employees.
- The goals and expectation should be clearly communicated to the executives.
- Provide enough freedom to employees to make changes.
- The productivity of the employees are rely on the clear goals and tasks, balancing work life management, hence the organization has to improve the facilities in this regard.

#### **CONCLUSION:**

Work life management and quality of work life has a vital role in the organization. Work life balance and Quality of work life has emerged as a critical driver of business

success in today's competitive market place. If the quality of work life and work life balance of employees is good, the employees can perform well in the organization and it will increase the productivity of the organization. The companies with good quality of work life and work life balance tend to have higher profit rates.

Poor work-life balance can lead to stress and absenteeism, and low output. Helping employees achieve work-life balance is integral to their general health and wellbeing, increasing their work satisfaction and motivation. They are likely to be more committed, more flexible and more responsive to the business and customers' needs.

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