

**A STUDY ON WORK LIFE BALANCE OF DUAL CAREER COUPLES IN
NAMAKKAL DISTRICT BY USING STRUCTURAL EQUATION MODEL**

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ABSTRACT

Dual career couple work life balance refers to the effective management of multiple responsibilities at work, at home, and in the other aspects of life. Now a days in the modern society, the number of dual career couples are increasingly in the rising trend. Therefore, a separate study will definitely render much fruitful information for improving or uplifting social life. The main objectives of the study are to study the quality of work-life balance of dual career couple's in Namakkal district; and to assess the effect of dual career couple's work life balance on their job satisfaction. The research will be helpful to understand dual career couples' expectations in their work place for balancing of their work and life. It will be useful for establishing the proper balance between work and life of dual career couples and also in prioritizing the tasks. It is stress management tool and increase the performance of employees. This study is systematically organized and scientifically analyzed the data. The sampling units are the dual career couple from the banking, education, industry & medicinal field. The sample size of the study is 1040. The primary data is collected through the well framed questionnaire comprising optional type and Likert's five point scales. Structural equation modeling (SEM) is used to analysis of the data. Employees who are able to balance the demands on their time are more satisfied and content. In turn they are able to perform better. Such provisions also aid in employer branding and are emerging as retention factors.

KEY WORDS: Work Life Balance, Dual Career Couple, Job Satisfaction, Stress Management, and Quality of work life.

INTRODUCTION

Dual career couple work life balance refers to the effective management of multiple responsibilities at work, at home, and in the other aspects of life. Work life balance is an issue that is important both to the organizations, employees and to the society. Experts are grouped into various factors influencing work and family life spheres into some important dimensions. They

are family related factors, personal life related factors, and work related factors and others. Family and personal life related factors includes increasing participation of women in workforce, increasing participation of child bearing, women in workforce, increasing participation of dual career couple's in workforce, increase in child-care/ elder care burden on employee, health and wellbeing considerations. Work related factor include long hour working culture and unpaid overtime, time squeeze, demand for shorter working hours, increase in part-time workers, work intensification and stress and changing work time. Many research works have been conducted to address the issues related to work life balance of employees. No initiatives were taken to identify the Quality of Work Life in dual career-couple's in India.

REVIEW OF LITERATURE

Bhargava.S et al (2009) studied the scope and coverage of work-life balance practices in some of the leading organizations in India. HR managers have to put more efforts to properly and effectively communicate about the availability of different work-life balance practices in their respective organizations to their employees.

Jaimini Sail et al (2013) stated that the workforce of today comprises of sizeable number of women population. These are the ones who not only have to overcome the challenging situations at workplace but at house work also, which has a tremendous impact on the performance of work. The demand for work-life-balance solutions by employees and managers is expanding at an unprecedented rate. As a result, work-life balance is an increasingly hot topic. Over the coming decade it will be one of the most important issues that executives and human resource professionals will be expected to manage.

Monika Soni (2015) focused on the issue of probable influence of Work Life Balance on productivity of school teachers. A convenient random sample of 72 teachers working in, both public and private schools, in the Union Territory of Dadra and Nagar Haveli was chosen in the interest of time and resources for the data to understand the relationship between variables. In the first step, the relationship among Perceived Workload Increase (PWL), Time Management (TM) and School Teachers' Productivity (STP) is examined. Later, the factor of Work Life Balance (WLB) was added to examine its moderating effect to the model. The results of Pearson's Correlation and Linear and Multiple regressions confirm that the Perceived Workload Increase

(PWL) is found to be perilous for School Teachers' Productivity (STP). Provisions of Work Life Balance (WLB) opportunities found to be helpful in moderating the situation.

NEED FOR THE STUDY

The individuals are having many competing responsibilities such as work, children, housework, volunteering, spouse and elderly parent care and this places stress on individuals, families and the communities in which they reside. Work-life conflict is a serious problem that impacts workers, their employers and communities.

From the perspective of contribution to the society the standard society is determined by the quality people life. If people could cope with the modern day's life and work demand diligently and definitely, it would improve the community standard. Now a days in the modern society, the number of dual career couples are increasingly in the rising trend. Therefore, a separate study will definitely render much fruitful information for improving or uplifting social life.

STATEMENT OF THE PROBLEM

The major problem statement of this research is to understand the causes for rising dual career couple's, unique challenges faced by them, quality of work life among dual career couple's, association between quality of work life and employee job satisfaction, organization programmes to improve quality of work life among dual career couple's and evolving suitable strategies and recommendations to resolve the problems faced by dual career couple's in their work and family environment.

OBJECTIVES OF THE STUDY

- To study the quality of work-life balance of dual career couple's in Namakkal district.
- To assess the effect of dual career couple's work life balance on their job satisfaction.

SCOPE OF THE STUDY

The research will be helpful to understand dual career couples' expectations in their work place for balancing of their work and life. It will be useful for establishing the proper balance between work and life of dual career couples and also in prioritizing the tasks. It is stress management tool and increase the performance of employees.

RESEARCH METHODOLOGY

METHODOLOGY

This study is systematically organized and scientifically analyzed the data. Both descriptive and inferential analyses are simultaneously employed to derive results derived in the objective of the study.

SAMPLING

The sampling units are the dual career couple from the banking, education, industry & medicinal field. Each category is treated equally as Quota (Homogeneous sub groups or sub population). The sample size for the study is calculated with the margin of error of 4% and 99% confidence level. Here researchers use the 99% confidence level and the sample size is calculated as 1040.

INSTRUMENTS FOR DATA COLLECTION

The primary data is collected through the well framed questionnaire comprising optional type and Likert's five point scales. The questionnaire is mainly focused on personal details, the Shared values and their impact on the work life balance.

SOURCES OF DATA

Two types of data have been used for the study viz., Primary data and Secondary data.

TOOLS USED FOR DATA ANALYSIS

- **Structural Equation Modelling**

Structural equation modeling (SEM) refers to a diverse set of mathematical models, computer algorithms, and statistical methods that fit networks of constructs to data. Structural equation modeling is a multivariate statistical analysis technique that is used to analyze structural relationships. It is used to analyze the structural relationship between measured variables and latent constructs. This method is preferred by the researcher because it estimates the multiple and interrelated dependence in a single analysis. In this analysis, two types of variables are used endogenous variables and exogenous variables. Endogenous variables are equivalent to dependent variables and are equal to the independent variable.

DATA ANALYSIS AND INTERPRETATION

Model Testing

To test the conceptual model, we used structural equation modeling (SEM) method using AMOS version 5.0.

The variables used in the structural equation model are

Observed, endogenous variables

Work-life balance

Job satisfaction

Observed, exogenous variables

Spouse support

Challenges of work life conflict

Unobserved, exogenous variables

e1

e2

Hence number of variable in the SEM are	
Number of variables in the model:	6
Number of observed variables:	4
Number of unobserved variables:	2
Number of exogenous variables:	4
Number of endogenous variables:	2

Fig. 1: Structural Equation Model on Work life balance of dual career couples –Un Standardized

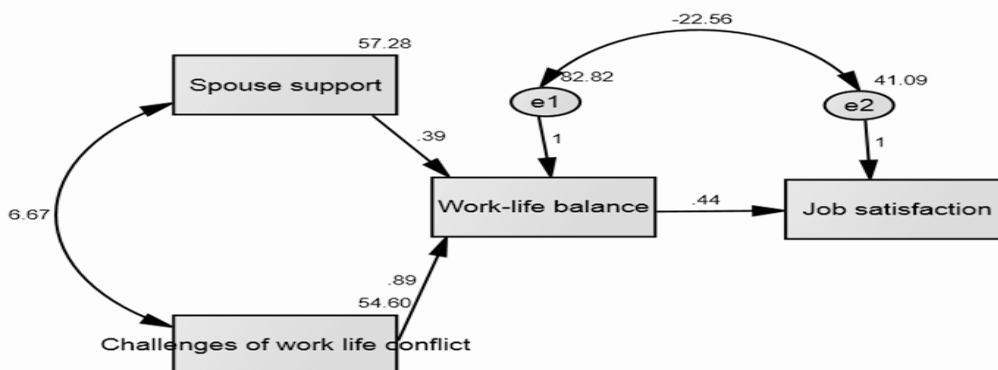


Fig. 2: Structural Equation Model on Work life balance of dual career couples – Standardized

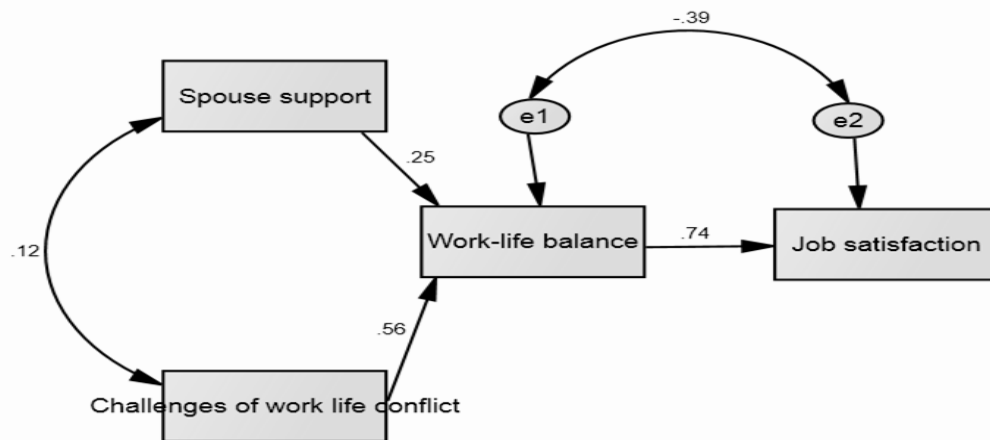


Table 1: Variables in the Structural Equation Model Analysis

VARIABLES			Un standardized Co-efficient	S.E.	Standardized Co-efficient	t value	P value
Work-life balance	<---	Spouse support	0.394	0.035	0.252	11.221	***
Work-life balance	<---	Challenges of work life conflict	0.889	0.038	0.556	23.552	***
Job satisfaction	<---	Work-life balance	0.437	0.026	0.745	16.542	***

NOTE: *** denotes significant at 1% level

Here the co-efficient of **Spouse support** is 0.394 represents the partial effect of Spouse support on Work-life balance holding others Challenges of work life conflict as constant. The estimated positive sign implies that such effect is positive that Work-life balance would increase by 0.394 for every unit increase in Spouse support and this co-efficient value is significant at 1% level.

The co-efficient of **Challenges of work life conflict** is 0.889 represents the partial effect of Challenges of work life conflict on Work-life balance, holding Spouse support as constant. The estimated positive sign implies that such effect is positive that Work-life balance would increase by 0.889 for every unit increase in Challenges of work life conflict and this co-efficient value is significant at 1% level.

Further the co-efficient of **Work-life balance** is 0.437 represents the partial effect of Work-life balance on Job satisfaction, holding Spouse support & Challenges of work life conflict as constant. The estimated positive sign implies that such effect is positive that Job satisfaction. Would increase by 0.437 for every unit increase in Work-life balance and this co-efficient value is significant at 1% level.

Model fit summary

Variable	Value
CMIN	1.958
P value	0.162
GFI	0.999
AGFI	0.991
CFI	0.999
RMR	0.064
RMSEA	0.030

From the above table it is found that the calculated p value is 0.162 which is greater than 0.05 which indicates perfectly fit. Here GFI (goodness of fit index) value and AGFI (Adjusted goodness of fit index) value is greater than 0.9 which represent it is a good fit. The calculated CFI (Comparative fit index) value is 0.999 and that it is found that RMR (Root mean square residuals) is 0.064 and RMSEA (Root mean square error of approximation) value is 0.030 which is less than 0.10 which indicated it is perfectly fit.

CONCLUSION

This research aims to study the work life balance of dual career couple's in Namakkal district. It identifies the factors which are related to quality of work life balance of dual career

couples who are working in the Banking, Education, Industry and Medicine field. Because it has positive and significant relation with personal life, relationship and friendship, work life, financial position, hence we can give more importance to the employee's feelings and changing quality of work life balance. Employees who are able to balance the demands on their time are more satisfied and content. In turn they are able to perform better. Such provisions also aid in employer branding and are emerging as retention factors.

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