

# A Study on the Effect of Quality of Work Life (QWL) on Work-Life Balance (WLB) of IT Women Employees in India

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## ABSTRACT

In recent years, the concept of QWL has gained much popularity. Cultivating the work environment for improving human resources is the aim of QWL. QWL is focused on enhancing the experience for both people and businesses. However, maintaining a better work-life balance among female employees is significant for their job performance. It can be achieved through the effective implementation of QWL at the workplace. This study investigates the effect of QWL on WLB among women IT professionals in India. Data were collected by survey method through a self-structured questionnaire. The total sample size of the study is 100. The Data was analysed using the SPSS 26 version. The findings of this study reveal that there is a significant relationship between QWL and WLB. The study suggests that effective implementation of QWL at the workplace can improve work-life balance.

**Keywords:** Quality of work-life (QWL), Employee performance, work life balance (WLB), IT employees

## INTRODUCTION

People are the most valuable resource in an organisation since they are reliable, accountable, and capable of contributing. So, human resources should be treated with respect. Quality of work life is a broad concept that encompasses numerous ideas. QWL refers to the totality of tangible and intangible values employees acquire throughout their work life. Better work-life quality can provide a balanced work-life. Life at work in modern society, where both men and women equally share the burden of earning money to improve their family lives, the balance of women employees has become a significant issue. Therefore, it is crucial to understand how women manage their personal and work lives. Women first faced significant obstacles in this competitive world in society and the workplace, and they had to fight hard to establish their identities. Over half of women (53%) struggle to attain work-life balance while working 40-50 hours weekly. An Individual can maintain WLB by fulfilling recognised and valued norms to benefit the individual, company, and society. As a result, work-life balance is significant when evaluating employees' QWL, which describes the effectiveness of their interactions with the workplace. Again, the factors related to the work environment significantly determine an employee's work-life quality.

Thus, the present study projects the various quality of work life factors that influence the work life balance of women IT employees.

## OBJECTIVE OF THE STUDY

1. To identify the relationship between the quality of work life and the work-life balance of women IT employees in India.

## HYPOTHESIS

**H0:** Quality of work life has no significant effect on the work-life balance of women IT employees in India.

**H1:** quality of work life has a significant effect on the work-life balance of women IT employees in India.

## LITERATURE REVIEW

1. (Aruldoss et al., 2021) They determined how QWL related to WLB. The results of hierarchical regression showed a positive correlation between QWL and job commitment and a negative correlation between QWL and stress. Additionally, the findings indicate that the link between QWL and WLB partially mediates the effects of job stress, job satisfaction, and commitment. Job stress, satisfaction, and commitment are crucial factors in the association between QWL and WLB. These affective and attitude-related concepts are also relevant.
2. (Alqahtani, 2020) has explained that several research studies have shown that women experience role conflict more frequently than males. Additionally, it has been stated that a better work-life balance has several positive effects. Still, an imbalance between a person's job and family responsibilities has an adverse impact and can lead to major problems for both the individual and the company.
3. (Bhende et al., 2020) It has intended to comprehend the relationship between managers' work-life balance and their total quality of work life in public and private sector banks in India, as well as to determine the effect of these factors. According to the findings, all aspects of QWL except grievance redress had an impact on WLB's productivity component. By optimising the quality of work life, firms may improve good outcomes for their employees. While it has an indirect but positive effect on the organisation's overall development, the QWL has a direct and favourable impact on the WLB of employees.
4. (Sahni, 2017) has aimed to evaluate how well female personnel in Riyadh, Saudi Arabia private sector, experience their working lives. The study aims to examine the essential elements that contribute to female employees' quality of work life. The finding showed a positive and substantial relationship between QWL and its selected seven characteristics. Young and ambitious Saudi women make up the majority of the workforce, and they hope for improvements in the general quality of their working conditions.
5. (Bhola & Nigade, 2016) Has assessed the contribution of work life balance and the effect of this on the quality of work life of women employed in the service sector. Two structured closed-ended schedules are used to gather primary data from 379 samples, including working women in the service sector. Hypotheses were tested, and analysis was performed using percentage, mean, and standard deviation. The study found that a high level of QWL in an organisation is favourably correlated with WLB, which improves the quality of life.
6. (B P Mahesh et al., 2016) have examined and evaluated the literature on WLB, including its aspects, implications on organisational performance, and strategies to achieve it. The study revealed that, with every person's full involvement and dedication, the result of a healthy work-life balance can function

to its utmost potential. For an organisation to maintain ongoing development and success in the market, its personnel must have an outstanding work-life balance.

7. (Kumari & Devi, 2015) have studied and analysed the elements that influence work-life balance and examined the WLB of female employees in Bangalore. The researcher has chosen female employees from various industries including banking, insurance, IT, BPO, health care, and education. According to the survey, women workers' degrees of WLB varied greatly depending on the service industries they work in. The study found out that women working in selected service sectors exhibit significant diversity in their level of WLB regardless of the business they operate in, all employees must prioritise a work life balance.
8. (Bharathi et al., 2015), through a survey of 186 women employed in the IT industry, this research article aims to identify the professional and personal obstacles that working women face and the factors supporting work-life balance. The study revealed that long and irregular work hours, traveling distance between home and workplace and commitment to other official tasks were deemed the most workplace problems. The majority of women employees depend on social media connection to rid of the work stress, but at the same time, they are more concerned about their elders at home. Most women would prefer flexible scheduling, a supportive spouse, family, and an office setting that promotes productivity.
9. (Yadav & Khanna, 2014) have studied the literature on quality of work life and its aspects. The purpose of this study is to identify the factors influencing QWL and how well employees are treated in an organisation. The literature studies concentrated on some key aspects that have been positively correlated with employee satisfaction, relation among employees, and cohesion.
10. (Reddy et al., 2010) numerous factors may contribute to work family conflict (WFC) and family-work conflict (FWC) among married women employees were studied. These factors have been found to influence the amount of WFC and FWC. Regarding employee performance and job satisfaction, the study's findings highlighted the necessity to develop standards for the management of WFCs at the organisational level. In this current study, there was a strong correlation between high WFC and FWC among working women and dual role expectations and demands that husbands place on them.

## RESEARCH GAP

Many studies were conducted about QWL and WLB of women IT professionals. It is identified that only a tiny amount of study contributions are made in the IT sector by women employees in India regarding the quality of work life and work-life balance. Some of the research works highlight understanding the relation between both variables. Empirical studies regarding the effect of QWL on the WLB of women IT professionals in India were not identified. So, this study tried to empirically test the effect of quality of work life on work life balance.

## RESEARCH METHODOLOGY

The study aims to investigate the effect of quality of work life on work life balance in women IT employees in India. The variables considered for the study are quality of work life and work life balance. 100 women IT professionals from India were contacted for the study. A self-structured questionnaire was used to collect data. For measuring the effect of QWL on WLB, Pearson's Correlation and Linear Regression were used.

**ANALYSIS AND DISCUSSION**

**1. RELIABILITY TEST**

Cronbach’s alpha was used to assess scale reliability. The reliability (using Cronbach's Alpha) of all the constructs was found to be satisfactory (>0.70). (Nunnally 1978).

CASE PROCESSING SUMMARY			
		N	%
Cases	Valid	99	100 %
	Excluded <sup>a</sup>	0	0 %
	Total	99	100 %
a. List wise deletion based on all variables in the procedure.			

Source: Primary data

**2. CORRELATION**

CORRELATIONS			
		QWL TOTAL	WLB TOTAL
QWL TOTAL	Pearson Correlation	1	.857**
	Sig. (2-tailed)		.000
	N	99	99
WLB TOTAL	Pearson Correlation	.857**	1
	Sig. (2-tailed)	.000	
	N	99	99
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Primary data

There is a positive correlation with  $r=.857$  and significantly less than .05

**3. REGRESSION**

REGRESSION					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig. F Change
1	.857 <sup>a</sup>	.734	.731	7.584	.000

Source: Primary data

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15385.121	1	15385.121	267.475	.000 <sup>b</sup>
	Residual	5579.424	97	57.520		

Total	20964.545	98			
a. Dependent Variable: WLBTOTAL					
b. Predictors: (Constant), QWLTOTAL					

Source: Primary data

After regression analysis, it is found that 73.1% ( $F=267.47$ ,  $P < .05$ ) variations in the quality of work life and work life balance

## RESULT ANALYSIS

To analyse the effect of quality of work life on work life balance, the study used correlation and regression. There is a positive correlation with correlated value  $r = .857$  and the relation between quality of work-life and work life balance is also significant ( $P < .05$ ). A linear regression analysis has done for identifying the variation between QWL and WLB. 73.1% ( $F=267.47$ ,  $P < .05$ ) variations in work life balance are predicted by quality of work life. For checking the internal consistency of data, a reliability test was conducted and 0.958 was Cronbach’s Alpha value which denotes that internal data consistency is good.

## FINDINGS OF THE STUDY

As analysed, most of the women IT employees (80%) were highly satisfied with the quality of work life provided by the organisation. Women IT professionals are highly satisfied with the quality of work life factors like, compensation, opportunities at work, and social integration at work. Work life balance like personal factors, and workplace environment provided a high level of satisfaction, and organisational support provided a moderate level of satisfaction to women IT employees. The study explained a positive correlation between quality of work life and work life balance.

## CONCLUSION OF THE STUDY

Contributions of women employees are considered to be valuable to the organisation. A women employee can be well acknowledged by implementing effective work life quality and successful maintenance of work life balance. If an organisation makes an effort to improve the existing work-life quality, it can provide long-term benefits. The quality of work-life balance has a positive and direct relation with work-life balance. Maintaining a positive relationship between QWL and WLB can improve the performance and commitments of the workforce towards the organisation, especially female employees.

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