



# A SURVEY ON IMPACT OF WORK-LIFE BALANCE ON WORK PERFORMANCE OF EMPLOYEES AT WILDCRAFT INDIA LTD, BENGALURU

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## ABSTRACT

The research study is mainly on the employee's work-life balance and analysing its impact on work performance. The title of the study is "Impact of Work-Life Balance on Work Performance of Employees. The study is being conducted to determine the influence of critical factors on work-life balance. The survey was based on collecting data from 165 employees of the managerial cadre at the Wildcraft manufacturing unit using a structured questionnaire. The findings of the research survey depict that there is an influence of work-life balance with work performance and there is a relationship between job position and level of stress on employees. Critical factors such as job security, compensation, organization culture, safety measures, and current working hours have a major influence on balancing career and personal life. The research concludes that both management and people have a role in work-life balance.

**KEYWORDS:** Work-Life Balance, Work Performance, Health and well-being, Work Load

## I. INTRODUCTION

Work-life balance gains importance as a field of study, while occupations in the workplace begin to change due to economic uncertainty, leading to a struggle for existence in organizations. Work-life balance involves how much a person manages between work time versus non-work time. Over the years, reliance on information technology has led to an information crisis for employees. Employees must work overtime and be willing to work weekends. Employees are still expected to be on the phone always, respond to emails, and make quick calls outside of business hours. This causes stress in the workplace. Our complex society requires ongoing discussion about work, non-work time, and places.

The study's main aim is to comprehend and evaluate how work-life balance influences the employees at Wildcraft. Wildcraft India Limited is in the Footwear/Apparel/Travel Bags and Accessories Manufacturing industry and is based in Bengaluru, Karnataka, India. A global network of 175+ exclusive stores and 4000 multi-branded locations carry the company's products, and 20-30 new stores open each year. The company moved its focus to producing backpacks and other outdoor goods, as well as multi-terrain footwear and outdoor clothing. The study ensures whether employees experience a positive work-life balance or not. It has been an organizational challenge to encourage and motivate an employee for career growth and job satisfaction. This also leads to better management of physical health and implementing accurate decisions and working creatively in the working space in turn defines adequate time management for each task efficiently. Hence, the study is very much concentrating on the balance of the personal and professional life of each individual working in the organization.

## II. OBJECTIVE OF THE STUDY

1. To examine how work-life balance has an impact on the work performance of employees.
2. To recognize the effects of key factors on the work-life balance of the participants.
3. To establish an association between the stress levels of Wildcraft employees and their job positions.

## III. LITERATURE SURVEY

1. **Krishna Kishore S V (2022)**, in the paper titled "Investigating Factors in Quality of Work-life in Indian Garment Industry at Bangalore," the author asserts that the organization's production was negatively impacted due to substandard practices and procedures. The survey focused on employees working in garment factories in Bengaluru, specifically those who hailed from rural areas. The author employed multiple regression and exploratory factor analysis to analyze the gathered data. Notably, the



study strongly suggested that the level of safety in the workplace significantly influenced an employee's ability to balance their professional and personal life. [1]

2. **Asma Begum, (2022)**, in the research article titled "Impact of Job Insecurity on Work-Life Balance during COVID-19 in India," the study strongly suggests a direct correlation between job insecurity and Work-Life Balance (WLB). The study involved 413 employees from diverse industrial sectors and explored five key hypotheses. The findings revealed that job instability significantly affected employees' health and was mediated by factors such as job demands, working hours, family obligations, and family demands. Additionally, job insecurity was found to be linked to conflicts between employment and family responsibilities. [2]
3. **Kumari Rashmi (2021)**, in the research titled "Work-life balance: a systematic literature review and bibliometric analysis," the author conducted a comprehensive examination of 945 research papers on the topic of work-life balance, utilizing the Scopus database. The study focused on analyzing articles related to flexible work arrangements, gender differences in work-life balance, and the impact of policies and programs on WLB. These three key aspects emerged as the primary findings of the research. [3]
4. **Dr. Indu Gautam (2018)**, in their study, "A Study of Work-Life Balance: Challenges and Solutions, gives information about how work-life balance is affected by psychological discomfort, work satisfaction, and family satisfaction. A distributed questionnaire was used in the study, which involved 190 people, both males and females, with or without children. aided by quantitative research techniques as well The addition of family-friendly programs like flexitime, time off in lieu, reduced working hours, and elder and child care support was also acknowledged as something businesses might implement and enhance. [4]
5. **Heejung Chung (2018)**, In the paper titled "Flexible Working, Work-Life Balance, and Gender Equality: Introduction," the author conducts research by gathering data from diverse respondents in Europe. The study delves into the interactions between gender and class, while also analyzing the impact of different flexible working arrangements. Furthermore, the article specifically addresses various concerns related to family, organizational, and national policies concerning work-life balance and gender equality.[5]

#### IV. METHODOLOGY

The present study is empirical in nature. The data was collected from employees of Wildcraft India Ltd. Primary data is based on a survey through a structured questionnaire Google Forms created and circulated among the respondents for the responses and an interview method for a few respondents. Research papers, books, and online search engines like Google have all been used to gather secondary data.

The study involved 165 managerial personnel from various departments of the Wildcraft manufacturing unit. The study involves Managers of departmental units, the Human Resource Team, the In-charge, Executives, Industrial Engineers, the Quality Analyst Team, and Supervisors. The current study uses a stratified random sample technique that is based on probability sampling. The statistical software application SPSS (Statistical Application for Social Science) was utilized for testing hypotheses., Microsoft Excel, and Google Forms Chart. The statistical techniques include Chi-square, Correlation Analysis, and ANOVA Test.

#### V. HYPOTHESIS OF THE STUDY

**H<sub>10</sub>**: There is no impact of work-life balance on the work performance of the employees.

**H<sub>1a</sub>**: There is an impact of work-life balance on the work performance of the employees.

**H<sub>20</sub>**: There is no significant relationship between job position and the stress level of respondents.

**H<sub>2a</sub>**: There is a significant relationship between job position and the stress level of respondents.

**H<sub>30</sub>**: There is no influence of critical factors on work-life balance.

**H<sub>3a</sub>**: There is the influence of critical factors on work-life balance.

#### VI. RESULTS AND DISCUSSION

From the data analysis, and testing on the hypothesis it is seen that,

##### HYPOTHESIS 1:

**H<sub>10</sub>**: There is no impact of work-life balance on the work performance of the employees at Wildcraft.

**H<sub>1a</sub>**: There is an impact of work-life balance on the work performance of the employees at Wildcraft.



**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.089 <sup>a</sup>	4	.043
Likelihood Ratio	2.984	4	.160
Linear-by-Linear Association	1.268	1	.060
N of Valid Cases	165		

**P value: 0.043**

**Level of Significance: 0.05**

**(LOS = 0.05 > P value 0.043)**

According to the above output of SPSS, it is observed that X<sup>2</sup> calculated value is 11.089a which is greater than X<sup>2</sup> i.e., 9.488 at 5% “level of significance” (LOS) at 4 degrees of freedom. As a result, the alternative hypothesis, which depicts that there is impact of work-life balance on the work performance of the employees at Wildcraft, is accepted and the null hypothesis is rejected. In the current scenario, it is seen that there are work performance is dependent on work-life balance.

**HYPOTHESIS 2:**

**H<sub>20</sub>:** There is no significant relationship between job position and the stress level of respondents.

**H<sub>2a</sub>:** There is a significant relationship between job position and the stress level of respondents.

**ANOVA**

**Factor: Job position**

**Dependent: Stress level of respondents**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.391	8	3.549	2.070	.042
Within Groups	267.403	156	1.714		
Total	295.794	164			

**INTERPRETATION**

**P value is 0.042**

**Level of Significance is 0.05 (5%)**

In alignment with the aforementioned findings of the SPSS, the level of significance is 0.05 and the p-value is lesser than 0.05. Therefore, the alternative hypothesis, which emphasizes there is a significant relationship between job position and the stress level of respondents, is therefore accepted, while the null hypothesis is rejected.

**HYPOTHESIS 3:**

**H<sub>30</sub>:** There is no influence of critical factors on work-life balance.

**H<sub>3a</sub>:** There is the influence of critical factors on work-life balance.

Critical Factor	Correlation Coefficient	Sig. (2-Tailed)
1. Job Security	<b>0.266**</b>	<b>0.010</b>
2. Working hours	<b>-0.160*</b>	<b>0.040</b>
3. Co-worker Relationship	<b>-0.490</b>	<b>0.528</b>
4. Compensation Structure	<b>0.163*</b>	<b>0.036</b>
5. Organizational Culture and Safety Measures	<b>0.157*</b>	<b>0.044</b>

The study illustrates the outcomes of respondents' work-life balance and job security. It is seen that job security has an effect on work-life balance.



The study shows a connection between the effect of working hours on respondents' work-life balance. Working hours have an impact on work-life balance, and it is inversely correlated.

The study shows how co-worker interactions affect respondents' ability to combine their both professional and private lives. It is depicted that, there isn't a substantial association between coworker relationships and Work-Life Balance.

The study shows how the respondents' work-life balance and the organization's compensation structure are related. It is seen that there is a considerable influence on the organization's compensation structure and Work-life Balance.

The study shows a link between safety measures and the overall culture of the organization's impact on respondents' work-life balance. From the above correlation analysis it is seen that, work-life balance has had an enormous effect on the organization's overall culture and safety measures.

## VII. FINDINGS

- From the test of hypothesis, it is seen that it is seen that there are work performance is dependent on work-life balance.
- The respondents' stress levels have a strong connection with their job status. The organization has to define the job description and provide the extent of the tasks that are performed in the particular role and provide job clarity.
- Job security is directly related to work-life balance because it increases trust in the organization and feels secure and increases confidence.
- Work-life balance and present working hours are inversely proportional to with one another. To ensure the welfare and health of the workforce, governments should base the setting of working hours on industrial legislation. The company must review the working hours and overtime hours.
- In order to fully participate in the work and decision-making, it is vital to enjoy good working relationships with coworkers and managers. A strong team dynamic would assist the individuals and aid in the management of tasks and deadlines.
- It's vital for the organization to set organizational policies and safety measures that are apt to the workplace and work performance. Stringent policies would lead to attrition of employees due to an increase in stress and prepare to find an organization that has a better organizational culture.

## VIII. CONCLUSION

The study was helpful in knowing the theoretical and practical aspects of the work-life balance in companies like Wildcraft. According to the study, it is seen that the organization must work on setting working hours appropriately as some employees suggest that they are missing out on their time with family commitments and personal events. The workload should be streamlined based on the demand and supply cycle that improves the efficiency of the work. The organization must focus on maintaining the gender ratio as the percentage of males is comparatively more than the female employees in the managerial cadre.

The organization should consider employees' commuting time as a decrease in the time in traveling will enable them to spend more time on their personal chores and family commitments and time for themselves. If these factors are in equilibrium, the employees will perform their work more efficiently and increase the productivity of the organization. Today's employees and organizations are increasingly concerned with finding a good work-life balance. There is growing research that links a work-life imbalance to decreased assistance and wellness for people and families. Therefore, it is not unexpected that more employees are becoming interested in implementing work-life norms. In the study, it is observed that employees face stress during their work and employees are satisfied with a balanced work-life. The research concludes that both management and people have a role in work-life balance.

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