



A Qualitative Evaluation of Work-Family Balance Challenges and Their Influences on the Performance of Sales Promoters in the Smartphone Sector

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Abstract:

The purpose of this study paper is to investigate the difficulties that promoters of the smartphone sector encounter in terms of their job and family lives, as well as the impact that these difficulties have on their overall performance. The convenience sampling approach was used to collect 66 samples for the purpose of conducting a research on the difficulties that workers experience while attempting to maintain a healthy balance between their personal and professional lives. A standardized questionnaire was utilized to gather primary data, and the promoters themselves filled it out personally. This was done for the purpose of data collection. For the purpose of calculating and analyzing the data, statistical software such as JASP software has been used, and statistical procedures such as the independent sample *t* test and the chi-square test have been utilized. The findings of this study indicate that all workers working in the smart phone business as promoters, regardless of gender, are subjected to about the same amount of stress. It is evident that difficulties in maintaining a healthy work-life balance have a higher influence on the performance of promoters. Having a healthy balance between work and family life, on the other hand, may help individuals perform better in their jobs.

Keywords: Qualitative Evaluation, Smartphone Sector, Digital Marketing, Sales Promoters.

I. Introduction

Since India is a densely populated nation, unemployment results from a lack of work possibilities relative to the population. As a result, the value of work-family balance is seldom recognized. Managing one's personal and professional lives equally is known as work-family balance. Finding the ideal balance between work and family is challenging. Work-family conflict results from an imbalance between work and family. Employees were viewed as one of the only factors of production, but despite significant changes in the current environment, they continue to experience stress, the facilities they should have as an asset to the company have not yet been provided, and they also deal with family stress. These factors, along with the involvement of family members in their jobs, lead to work-family conflict among employees, which is also known as the work-family balance challenge.

Numerous studies on work-family balance have been conducted, and the causes of these studies include employee stress and turnover. Employee stress brought on by the imbalance between work and home life eventually results in employee turnover or a decline in performance. Work-family balance extends beyond the physical realm; workers who spend a lot of time in front of screens in offices also experience a lot of mental stress. The idea of work-family balance is still relatively new to some organizations and individuals, despite the fact that several scholars have created ideas that aid in managing work and family.

The days of women working exclusively in the kitchen are over. Women nowadays are dissatisfied with their homes, yet they still want to work to support their families and pursue their own careers. Although the number of working women in India has grown due to this shifting trend, the proportion of women in employment is still lower than that of males. The Ministry of Labor and Employment's 2016–2017 report states that while India's female labor force participation rate increased to 32.8%, it is still lower than the worldwide average. In addition to the growing number of women working, work-family balance becomes difficult for married people, particularly married women, who must manage the family and children while also managing multiple responsibilities, which can be stressful (Anita Maharani, 2024).

Because they get incentives based on reaching targets and a minimal basic wage, promoters in the smartphone business may feel pressured to meet targets, which might interfere with their family time. They also experience stress from juggling work and family obligations. The working hours during holidays are the most

effective cause of employee imbalance. Because the goal quota is still high during certain months, they may not have time to celebrate with their family. During festival season, fewer leaves are approved. Employees struggle to balance work and family obligations.

II. Review Of Literature

The notions of work-life balance and work-life conflict (also known as work-family balancing difficulties) are interconnected (Singh, 2014). "A type of inter-role conflict in which the role pressures from the work and family domains are mutually incompatible in some respect," described Jeffrey H. Greenhaus in 1985. Conflict between work and family is a two-way street. (October November, 2005, J. Reeves Wisley) (Nimitha Aboobaker, 2017), thus conflicts may emerge between family and work or between work and family. Family and work may have an influence on one another. Unsatisfactory employee satisfaction will result from work-family conflict if it is not properly handled. Employees get exhausted due to the demands and pressures of their jobs, which also reduces their family time. (Guest, June 2002) One element that might assess a person's capacity to handle life's many circumstances is work-family balance.

An employee cannot psychologically participate in a family activity or demonstrate affection for his family if he is under stress from a specific problem. In his study, Dawn S. Carlson (2000) articulated the six-dimensional work-life conflict model and distinguished three components of work-family conflict or family-work conflict. These are determined by time, stress, and conduct. Conflicts occur because of work schedules or overtime. When work at home and at work rises simultaneously, or when objective accomplishments cause mental stress, job autonomy is included in strain-based conflict. The third is behavior-based; conflicts between work and family arise from the actions of superiors, such as managers and team leaders, as well as from the actions of the law.

High job and family demands cause workers to experience more mental stress, which lowers their productivity. According to research by Nimitha Aboobaker (2017), workers' intentions to leave their jobs are positively correlated with work-life conflict and family work conflict. Frontline workers' work-family conflict or family-work conflict is reduced with the aid of managers and team leaders (Osman M. Karatepe, 2007). Workers' challenges juggling work and family are lessened if their superiors are understanding, they can talk to them about their issues, and they get advice and encouragement from them. There is a relationship between work-life balance and job happiness. According to Anita Maharani, if an employee maintains a balance between work and life, they will continue to be satisfied with their position. However, J. Reeves Wisley (October November 2005) has demonstrated in their research that when work demands are greater than family demands, work interferes with family more than family interferes with work. Professional-life balance refers to striking a balance between one's professional and personal life based on personal preferences. (Guest, June 2002) since each person's perspective is unique. Some people can't give their families enough time to accommodate their working hours and goals, while others desire to work even after their employment hours are done.

Since they must use the personal selling technique to market the goods and interact directly with consumers, sales promoters are also regarded as frontline staff. The employee bows to perform and demonstrates passion to providing client pleasure if he is successfully juggling work and family obligations. Ye Yijiao. Due to the fact that many women served in the military during World War II, work-life balance gained attention. The government then offered resources to help workers combine work and family obligations, as well as insurance and benefits. Baral, R. (2011).

According to Guest (2002), people who work in a pleasant environment have a better work-family balance than those who adhere rigidly to regulations and working hours. Organizations have used a number of strategies, including work-family balance initiatives, flexible work schedules, alternate work management and leave policies, and various leisure and recreational pursuits. (R. Baral, 2011; Sanghamitra Chaudhuri, 2012) In his research, discussed the role supervisors play in preserving workers' work-life balance. wherein they discussed the three categories of supervisor support—role model, institutional support, and emotional support. Because of their psychology, workers may refuse to utilize the amenities that the organizations give. Baral, R. (2011) For instance, an employee may believe that the company would not promote them if they are receiving flexible work schedules or part-time employment.

III. Objectives

1. To determine if family participation at work is causing workers to fail their monthly goals.
2. To assess if implementing work-life balance rules inside the company may enhance workers' output.
3. To determine if women experience the same amount of stress as men while juggling work and family obligations.

IV. Conceptual Framework

Factors Influencing Employee Performance

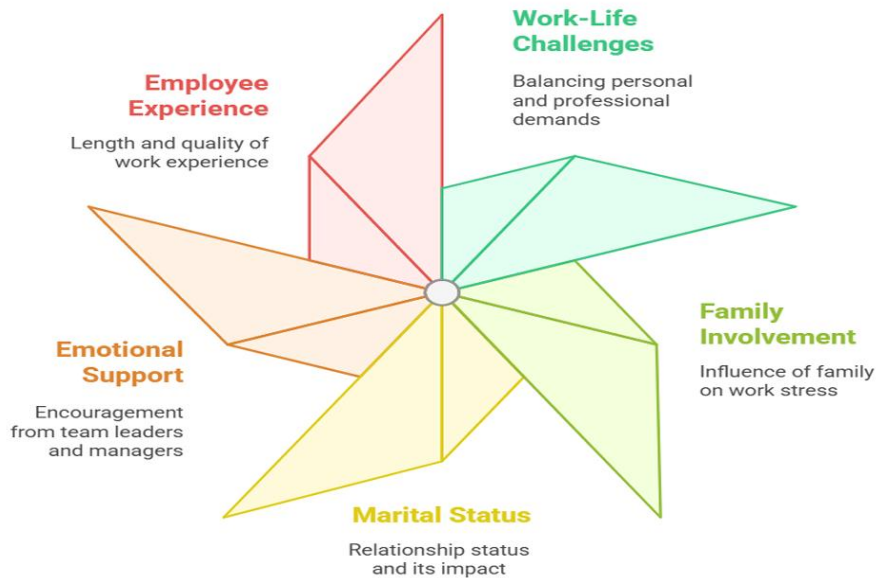


Fig. 1 Conceptual framework model

V. Methodology

Data collection: Because it examines the work-life balance of workers who serve as promoters in the smartphone sector, this study is qualitative in nature. A convenient sampling technique has been used to gather samples, and data is gathered using a closed-ended questionnaire. Sixty-six respondents who worked at various Surat city smartphone outlets provided the data. By visiting smartphone dealerships and inquiring about their flexible scheduling, the data was gathered. Only personnel who work for smartphone manufacturers are included in the report; those who are hired by shop owners as promoters have been left out. Only samples from Surat city were gathered.

Data analysis: Using statistical methods, the following hypotheses have been established and evaluated in order to meet the goals of the study. The t-test and chi square test were used to analyze the data. Statistics and data analysis have been calculated using JASP software.

Hypothesis 1: There is no correlation between workers' failure to meet monthly goals and their family's engagement at work.

For testing the hypotheses chi square test has been used. The result of it is following below:

Chi-Squared Tests						
		Value	Df		P	
X ²		27.055		16		0.041
N		66				

The results of the test indicate that the null hypothesis should not be accepted since the value of p is lower than 0.05. It provides evidence in favor of the alternative hypothesis, which states that there is a substantial correlation between the engagement of workers' families and the way in which they fail sales targets.

Hypotheses:2: There is no significant difference in stress level between employees have work life balance policies and employees who have not work life balance policy in their organization.

Independent Samples T-Test			
	t	df	P
stress level	-3.492	51.744	< .001

Note. Welch's t-test.

Less than 0.05 is the value of p. The test results indicate that workers who have a work-life balance policy in place at their company experience less stress than those who do not, since the null hypotheses were rejected.

Hypothesis 3: The stress levels of male and female workers do not vary significantly. The student t test has been used to examine the hypotheses. The outcome is as follows:

Independent Samples T-Test			
	T	df	P
stress level	1.024	64	0.310

Note. Student's t-test.

Since p is greater than 0.05, the null hypothesis is accepted. Thus, we may conclude that the stress levels of male and female workers in the company are equivalent.

VI. Findings



The stress levels of all workers have been shown in this chart based on their experience. All experience groups' workers exhibit both high and low levels of stress, as seen clearly in the preceding chart. Managing one's job and family responsibilities may be somewhat stressful; a score of 0 indicates no stress at all, while a score of 4 indicates constant tension. Female workers are underrepresented in the smartphone area as promoters compared to male employees, according to the data obtained from the questionnaire. Both male and female workers report similar levels of stress. This indicates that male and female smartphone marketers receive the same amount of stress.

On the other hand, female workers put in fewer hours than male employees. 58 out of 66 workers think that work-life balance rules may boost their productivity, although it appeared that workers weren't very knowledgeable about the policies of the company while the researchers were collecting their data, which might be due to the off-roll pay structure. The hypothesis testing results show that promoters' poor performance on the

job is mostly attributable to the participation of their families. Workers whose companies prioritize work-life balance report less stress than their counterparts in non-policy-related industries. Additionally, the statistics showed that 53% of the total responders are between the ages of 25 and 30. What this indicates is that sales is a more appealing career path for the younger staff.

The majority of workers had positive experiences with the shop owner and their team leader. They also felt that their leader supported them both professionally and emotionally. Their display focused on a problem with festival departure. During festivals, just 10% of staff have been allowed time off. Employees may experience emotional distress as a result, especially if their families have high expectations for them at this time. The corporation anticipated significant sales during festivals, which is why they did not enable leave due to sales pressure. Since weekends are a busiest time for sales, employees are not granted time off during that period.

VII. Conclusions

Employees' decreased performance is a direct outcome of the difficulties they have juggling their work and home lives, as shown in the research. It is imperative that businesses establish and enforce work-life balance rules. As a societal necessity, workers should be granted time off during festivals, or given more leeway to balance work and family responsibilities during these times. A supportive family may go a long way toward relieving stress on the workplace. Companies may do more to inspire their workers by giving opportunities for them to relax, such going on vacation or participating in a team activity, as well as by holding seminars to teach them new skills and raise their awareness about the challenges of balancing work and family life.

Since the promoters filled out the forms themselves, the information they provide is based on their own understanding of the organization and may be biased. Workers at chain businesses were not included, however workers at smart phone showrooms were. Another flaw is that the article didn't categorize the workers by brand. Future study on the work-life issues experienced by workers of various brands, as well as those of chain stores and dealers, might benefit from this.

The study may be useful for learning about the additional difficulties encountered by the promoters, who are the front-line workers in the smartphone industry and other sectors. Using work-life enrichment aspects as a major topic, this report also reveals the research need for smartphone industry advocates. Since front-line workers in the smartphone sector are often unaware of work-family balance regulations and how to put them into practice, this field of study has received little attention, which is a major problem.

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