

Factors Influencing Work-Life Balance - An Experimental Analysis with Reference to Medical Representatives

R. Premalatha, K. Krishnakumar



Abstract: In this fastmoving world Work-life balance of an individual is a challenging one particularly for the working professionals, such as doctors and medical representatives. In this empirical study the researcher examined the work-life balance of Medical Representatives. The main objective of the study is to find out the agreement level of Medical Representatives with regard to the influencing factors such as working timings, travel, target orientation, lack of support, physical working environment and stress. The study was conducted with the sample of 74 respondents. The analyses of the study were made with the tools of percentage analysis, one samplet-test and one way ANOVA. The study concluded that factors such as working timings, travel, target orientation, lack of support, physical working environment and stress were termed as disturbing factors.

Keywords: work pressure, work-life balance, stress, individual performance and factors influencing.

I. INTRODUCTION

In this current economic scenario most of the employers and employees facing lot of target oriented jobs. It gives them work pressure and stress related diseases such as blood pressure, stroke, and cardiac arrest etc. Facing the work related problems is highly risk oriented. An average men/women are unable to meet the task provided by the employer. But most of the organisations were not providing the proper training to manage the stress related problems. Most of the researches have analysed the work related and stress related factors. Researches were highlighted a number of job related factors that can adversely affect individual performance and well-being. In general work-life balance is defined as the extent to which individuals are equally engaged and satisfied with work and non-work roles. In this study the researcher has studied about the factors influencing work-life balance of Medical Representatives. Most of the researches were highlighted the importance of work-life balance for the purpose of organisational benefits. A study investigated the various stressors related with the job of a Medical representative with the sample of 140 respondents. The pharmaceutical companies might reduce the work load, train medical representatives for better interpersonal relations and might introduce the concept of flexible working hours and job sharing etc. Lakhwinder Singh Kang (2005) . Increase in commitment, turnover -intentions and

satisfaction, the chances of achieving better Work-Life Balance increases. The other two significant positive relationships were found between absence from work and work life balance, and family dependants and work-life balance (for the ITeS sector) (A. Pandu et.al 2013) .The occupational stressors were perceived differently across occupational status groups. Front line operators had more health concerns due to work place conditions, while professional and managerial staff reported higher frequencies of perceived tension, time pressure and maladjustment of work-life balance. (Mei Yong, Michael Naster Lack, 2012) . Organizational stressors that threaten employee reputation can have negative consequences for emotional well-being that extend beyond the workplace. Replication across other occupational or organizational settings could be used to determine if and how variation in organizational and occupational culture governs why stressors take on the additional property of threatening reputation in some settings but not others. (Victoria J. Doby and Robert D. Caplan 1995) .Jeffrey H. Greenhaus, Karen M. Collins, and Jason D. Shaw (2002) revealed the importance of work-to family conflict and stress as mechanisms that explain relationships between balance and well-being. The society is changing so as the social norms. Jyoti Dave and Harsh Purohit (2016) it is important that irrespective of gender, employees must have a say in the kind of initiatives that employers employ to have work life balance policies. The society perception after all gets reflected in the organizational culture and the social culture. Cara Williams (2008) Suggested that satisfaction with work-life balance and role overload are related not only to workers' schedules but also to a complex interaction of hours worked, self-perception and general feelings of well-being. Thompson et.al (2004) given the relationship between employee perceptions of supervisory family support and organizational commitment, organizations would do well to sensitize supervisors and managers to factors that may help employees achieve a balance between work and family. Dr. Pallavi Mehta and Neerakundnani (2015) concluded that all other factors being secondary in attaining work-life balance equilibrium the primary one is the personality traits possessed by a person which can be managed by oneself for a balanced and contented life. Jeffrey H. Greenhaus and Nicholas J. Beutell (1985) viewed that scales designed to assess work-family conflict should tap the different forms of role pressure (e.g., time, strain, behavior) incompatibility and should contain items that reflect both work's interference with family and family's interference with work.

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II. STATEMENT OF THE PROBLEM

Work-Life balance issue is on everyone’s mouth being on job or being at home this is a truth existing in everyone’s life and one cannot drive back from it either one can balance it or not. So, to face this scorching fact everybody should be familiar with its various aspects to live life in a balanced way. The purpose of this paper is to study the factors influencing work-life balance of medical representatives and to gain insight on the effects of various aspects like support from various aspects, workplace stress and personality on work-life balance and find out forces which help in moving towards equilibrium.

III. OBJECTIVE OF THE STUDY

- To study the agreement level of work-life balance of medical representatives.
- To find out the influencing factors of work-life balance of medical representatives.

IV. RESEARCH METHODOLOGY

The study is based on both primary and secondary data. The primary data was collected through the well-structured questionnaire which contains demographic particulars, work related information and factors influencing work-life balance. Totally 74 responses were received from the medical representatives in Salem district. The primary data was collected through convenient sampling method. The secondary were collected from journals, periodicals, websites and other published sources. The statistical tools such as percentage analysis, one sample t-test and one way analysis of variance have been applied for data analysis.

Demographic Particulars of the Respondents

The demographic details are the most important and crucial basis of any profession. In case of improper time schedule the employees are in a position to work in a unscheduled working hours, in this situation it is essential to study the demographic details such as place of residence, age, education, service, income, marital status, family type and family members details etc. as for as the work-life balance concerned, the role of demographic details becomes most important. Because they will highly influence the employees expectations and perceptions. Hence, frequency distribution is used to expose the results of the socio, economic details of the employees which are listed below,

Table 1 Percentage analysis for Demographic factors

Demographic	Particulars	frequency	Valid %
Place	Urban	46	62.2
	Semi urban	24	32.4
	Rural	4	5.4
	Total	74	100.0
Age	Below 25	26	35.1
	26-35	28	37.8
	36-45	12	16.2
	46 & above	8	10.8
	Total	74	100.0
Education	UG	33	44.6
	D-Pharm	4	5.4
	B-Pharm	16	21.6
	M-Pharm	1	1.4
	Others	20	27.0
	Total	74	100.0
Service	Less than 5	22	29.7
	6-15	14	18.9
	16-25	26	35.1
	26 & above	12	16.2

	Total	74	100.0
Income	Upto15000	10	13.5
	15001-25000	26	35.1
	25001-35000	26	35.1
	35001-45000	6	8.1
	Above 45001	6	8.1
	Total	74	100.0
Marital	Married	60	81.1
	Unmarried	14	18.9
	Total	74	100.0
Family type	Joint family	50	67.6
	Nuclear family	24	32.4
	family	74	100.0
	Total	74	100.0
Family members	Less than 4	27	36.5
	4-6	26	35.1
	Above 6	21	28.4
	Total	74	100.0

(Sources: primary data)

From the above table it is found that majority of the respondents were from urban area. Majority of the respondents were from the age group of 26-35. 45 per cent of the respondents were under graduate. 35 per cent of the respondents were having the working experience of 16-25 years of service on the basis of income 35 per cent of the respondents were getting the salary of Rs. 15001-25000 and 25001-35000. 81 per cent of the respondents of the respondents were married. 68 per cent of the respondents were comes under the category of joint family. 36 percent of the respondent family size was less than 4 members.

Factors Influencing Work Life Balance

The work-life balance plays a crucial role in enhancing the employees’ quality of work life in any organisation. Therefore studying and analysing the factors influencing work-life balance is most essential in this study. Since the study is dealing with a peculiar nature of job conditions. For the study of findings the factors influencing the work-life balance of medical representatives six factors has been identified namely working timings, travel, target orientation, lack of support, physical working environment and stress. The one sample t-test has been applied and the following illustrates the results.

Table-2 One sample t-test for Working Timings

Working Timings	t	df	Std Devi ation	Sig. (2- tailed)	Mean Difference	95% Confidence Interval of the Difference	
						Lower	Upper
						Proper working timings	60.057
Availability of Drs	44.035	73	.855	.000	4.378	4.18	4.58
Appointments	52.677	73	.722	.000	4.419	4.25	4.59
waiting time to meet Drs	43.979	73	.848	.000	4.338	4.14	4.53
appointment cancelled	36.340	73	1.008	.000	4.257	4.02	4.49

The above table showed the mean values of five variables ranges from 3.230 to 4.324 and the respective standard deviation. The t-value ranges from 18.148 to 42.390 and all the variables are statistically significant at 5% level. This showed that most of the respondents are highly agreed that there are no proper working timings like other jobs (t=60.057, p=.000). Work schedule is based on the appointments to be given at hospitals (t=52.677 and p=.000) is agreed by the respondents at moderate level.



Supposed to work according to the Availability of doctors (t=44.035 and p=.000), Waiting time to meet doctors is more (t=43.979p=.000), sometimes the appointment may be cancelled after long waiting time. (t= 36.340 top=.000) are the less agreed aspects of the respondents with regard to working timings. From the analysis it is found that the factor of working timings of medical representatives is a disturbing factor of maintaining work life balance.

Table-3 The following table will show the t-test results of the factor Travel of the medical representatives.

Travel	Test Value = 0							
	t	Df	Std.Deviation	Sig. (2-tailed)	Std. error Mean	Mean Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Travel much	42.390	73	.878	.000	.102	4.324	4.12	4.53
Risk involved	34.520	73	1.057	.000	.123	4.243	4.00	4.49
Two wheeler riding	28.438	73	1.226	.000	.143	4.054	3.77	4.34
Not able to spend with family	32.882	73	1.064	.000	.124	4.068	3.82	4.31
Allergy and sinus	18.148	73	1.531	.000	.178	3.230	2.88	3.58

The above table showed the mean values of five variables ranges from 4.257 to 4.662 and the respective standard deviation. The t-value ranges from 18.148 to 42.390 and all the variables are statistically significant at 5% level. This showed that, for job i have to travel much (t=42.390, p=.000). There is a risk involved in travel (t= 34.520 and p=.000). Not able to spend more time for family due to travel (t=32.882 and p=.000), due to too much of two wheeler riding I have back pain (t= 28.438p=.000), due to travel in traffic congestion I am suffering from allergy and sinus trouble etc (t=18.148 top=.000) are the less agreed aspects of the respondents with regard to travel. From the analysis it is found that the factor of travel of medical representatives is a disturbing factor of maintaining work life balance.

The following table will show the t-test results of the factor Target orientation of the medical representatives.

Table-4 One sample t-test for Target orientation

Target orientation	Test Value = 0							
	t	df	Std. Deviation	Sig. (2-tailed)	Std. Error Mean	Mean Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Target oriented	45.616	73	.861	.000	.100	4.568	4.37	4.77
pressure	28.641	73	1.193	.000	.139	3.973	3.70	4.25
achieve target	32.280	73	1.102	.000	.128	4.135	3.88	4.39
availability of Drs	32.255	73	1.106	.000	.129	4.149	3.89	4.40
target is linked	18.765	73	1.456	.000	.169	3.176	2.84	3.51

The above table showed the mean values of five variables ranges from 3.176 to 4.568 and the respective standard deviation. The t-value ranges from 18.765 to 45.616 and all the variables are statistically significant at 5% level. This showed that, my job is fully target oriented with regard to business (t=45.616, p=.000). I suppose to achieve target in any aspects (t= 32.255 and p=.000). The target achievement is based on the availability of doctors and appointment given in hospitals (t=32.280 and p=.000), there is a pressure always in my mind (t= 28.641p=.000), my target is linked with my pay and allowances (t=18.765 top=.000) are the less agreed

aspects of the respondents with regard to target orientation. From the analysis it is found that the factor of target orientation of medical representatives is a disturbing factor of maintaining work life balance.

Table 5 The following table will show the t-test results of the factor Lack of support of the medical representatives.

Lack of support	Test Value = 0							
	t	Df	Std. Deviation	Sig. (2-tailed)	Std. Error Mean	Mean Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Superiors	17.117	73	1.501	.000	.177	3.028	2.68	3.38
sub-ordinates	18.636	73	1.296	.000	.153	2.847	2.54	3.15
Doctors	20.733	73	1.273	.000	.150	3.111	2.81	3.41
Hospitals	4.193	73	8.712	.000	1.027	4.306	2.26	6.35
Family members	17.150	73	1.477	.000	.174	2.986	2.64	3.33

The above table showed the mean values of five variables ranges from 2.847 to 4.306 and the respective standard deviation. The t-value ranges from 4.193 to 20.733 and all the variables are statistically significant at 5% level. This showed that, always there is a lacking of support from Doctors (t=20.733, p=.000). Always there is a lacking of support from subordinates (t= 18.636 and p=.000). Always there is a lacking of support from family members (t=17.150 and p=.000), Always there is a lacking of support from superiors (t= 17.117p=.000), Always there is a lacking of support from Hospitals (t=4.193 p=.000) are the less agreed aspects of the respondents with regard to Lack of support. From the analysis it is found that the factor of Lack of support of medical representatives is a disturbing factor of maintaining work life balance.

The following table will show the t-test results of the factor Physical working Environment of the medical representatives.

Physical working Environment	Test Value = 0							
	t	df	Std. Deviation	Sig. (2-tailed)	Std. Error Mean	Mean Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Time in hospital	52.764	73	.730	.000	.086	4.542	4.37	4.71
Patience to meet Doctors	47.943	73	.804	.000	.095	4.542	4.35	4.73
No proper Places	25.940	73	1.463	.000	.172	4.472	4.13	4.82
Appointments	36.592	73	1.011	.000	.119	4.361	4.12	4.60
Have to meet Drs	39.332	73	.932	.000	.110	4.319	4.10	4.54

The above table showed the mean values of five variables ranges from 4.319 to 4.542 and the respective standard deviation. The t-value ranges from 25.940 to 52.764 and all the variables are statistically significant at 5% level. This showed that, I have to spend lot of time in Hospitals(t=52.764, p=.000)is agreed by the respondents at moderate level. I have to be waiting in the hospital with the patience to meet Doctors (t= 18.636 and p=.000). At any circumstances i have to meet Doctors (t= 39.332 and p=.000), i supposed to meet the Doctors as per the appointment given by them (t= 36.592 p=.000), there are no proper places for waiting room at Hospitals (t= 25.940 p=.000) are the less agreed aspects of the respondents with regard to Physical Working Environment. From the analysis it is found that the factor of Physical Working Environment of medical representatives is a disturbing factor of maintaining work life balance.

The following table will show the t-test results of the factor stress of the medical representatives.

Table – 7 One-Sample t-Test for Stress

stress	Test Value = 0							
	t	df	Std. Deviation	Sig. (2-tailed)	Std. Error Mean	Mean Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Feeling stressed	34.543	73	1.034	.000	.122	4.208	3.97	4.45
Work Pressure	25.180	73	1.250	.000	.147	3.708	3.41	4.00
Social Aspects	26.430	73	1.213	.000	.143	3.778	3.49	4.06
Feeling Difficult	16.227	73	1.300	.000	.153	2.486	2.18	2.79
Stress Affects	19.188	73	1.806	.000	.213	4.083	3.66	4.51

(Sources:Primary Data)

The above table showed the mean values of five variables ranges from 2.486 to 4.4.208 and the respective standard deviation. The t-value ranges from 16.227 to 34.543 and all the variables are statistically significant at 5% level. This showed that, I am feeling stressed to balance my work-life and family life (t-34.543, p=.000), due to my job nature I am not able to spend my time for social aspects (t-26.430 and p=.000). Work pressure always disturbing me much (t- 25.180 and p=.000), the stress affects my health and my job(t-19.188 p=.000), due to lack of co-operation from superiors, subordinates and family members i feel difficult in performing my task (t- 16.227 p=.000) are the less agreed aspects of the respondents with regard to stress. From the analysis it is found that the factor stress of medical representatives is a disturbing factor of maintaining work life balance.

Association between Demographic Factors and Factors Influencing Work Life Balance

Since, the study is dealing with the factors influencing work-life balance of medical representatives,it is most essential to know the association between demographic factors and factors influencing work-life balance. The work life balance is handled by every individual according to their own perceptionand ideology. In that point of view it has a direct impact on demographic variables. At this juncture in this analysis demographic variables are considered as independent variables and factors influencing work-life balance are considered as dependent variables. To extract the results the one way Analysis of variance has been applied and the results are presented in a following table.

Table-8 Association between Demographic Factors and Factors Influencing Work Life Balance

Factors of WLB	Demographic Factors	Highest Mean Value	F Value	Sig
Working timings	Age	1.924	2.827	.045
	Educational. Qualification	13.375	13.441	.000
	No of years of service	14.651	9.259	.000
	Monthly income	13.615	11.798	.000
	Marital status	12.946	12.220	.000
Travel	Age	1.650	1.687	.163
	Educational. Qualification	3.813	2.783	.033
	No of years of service	5.866	3.084	.021
	Monthly income	116.858	1.591	.187
	Marital status	5.351	4.317	.004

(Sources: Primary data)

V. CONCLUSIONS

It is accepted that there is an association between demographic factors with working timings except in the case of age of the respondents. There is an association between demographic factors with target orientation and lack of support except in the case of marital status. There is no association between travel and work-life balance except in the case of marital status. There is no association between lack of support and work-life balance except marital status. There is no association between physical working environment and work life balance except age. Therefore there is no association between stress and work-life balance.

Work-life Balance of an individual is decided on the basis of the work schedule provided by the organisation and the support from the family and co-workers side. In this article the researcher concluded that most of the factors were not influencing. Factors such as working timings, travel, target orientation, lack of support, physical working environment and stress were termed as disturbing factors. when there is a reduction in disturbance the individual can perform well. Being an employer the organization should produce the amicable environment to the employees.



When there is a pleasant working environment given to the employees can be able to give more productivity and both of the employer and employee can achieve their respective target easily without any destruction.

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