Work Life Balance Of Female Crew In The Aviation Industry: A Case Study

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ABSTRACT

Employees and employers are facing issues in work life balance. It has become a difficult domain now, because the work needs have increased due to an increase in work pressure and complexities in handling the technology. As there are drastic changes in the rules and regulations in the work scenario of the aviation industry, it makes work life balance of employees difficult and set more hurdles. Hence there are many distractions and imbalances in the life of women employees in the aviation industry working across all levels. This work pressure is creating high level of hurdles in maintaining a harmonious job and family life, especially for female aviation employees. Data is collected from 50 female crew members working at Cochin International Airport. The objective of this study is to analyze the work life balance of working females of Cochin International Airport and its influence on their personal and specialized lives. The result of the study shows that the management should frame certain policies which will help employees to have the balance among their personal and expert lives.

Keywords: Work life balance, Personal life, Professional life, Work pressures.

1. INTRODUCTION

Work life balance means balancing professional life and personal life and how they influence each other. People require the balance between professions as well as all the other individual responsibilities. Work and life is described in literature (Guest, 2002) where work is salaried occupation and life is all external of the formal engagement but is frequently used to signify the realm of family or home life (Ransome, 2007). Work life balance looks as dream more than a goal. Due to the unconventional time schedules, long working hours, jet lag and flying around the world for flight attendants.

Civil aviation in Air transport is one of the most important service sectors in world and it is labour intensive. For modern advancement of Society, air transport is one of the great contributors through its technical, service achievements as well as development. Even though recent technologies helps airlines to mechanize many problems, there is no drastic change in the fact as there is a service business, where customers require personal attention. Advances in technology have lead people to heightened expectation for productivity, speed and efficiency, demanding them to fly on a national and international basis for business, commercial and leisure or pleasure.
Work life balance was first and foremost visualized in terms of conflict between work-family and enrichment of work-family. The role conflict defines as “simultaneous occurrence of two (or more) sets of pressures such that compliance with one would make more difficult compliance with the other”. Work intimate engagement as: “A form of inter role conflict in which the role pressures from work and family domains are mutually incompatible in some respect. That is, participation in the work (family) role is made more difficult by virtue of participation in the family (work) role.” Conflict among work and family has been identified as multidimensional.

2. LITERATURE

Delina (2013) has conducted a study on balance of work and life among women working in private sectors. The study focused on the what are the challenges faced by the working women to bring up the balance among personal and professional life in terms of hours controlled, work association and family responsibility affected the married employed women's work life balance. The study concludes that there are lot of difficulties faced by married working women in terms of demographical factors and no of dependents and their spouse’s profession.

Aggarwal (2012) investigated the influence of initiatives of work life balance and attitudes of employees toward work life engagement and the workplace in common. Study identified employees perceived work life balance enables them to work better and suggested it should be a shared responsibility of the employer and the employee.

Goyal and Arora (2012) measured the influence of effort pressure on family life and the expectations of the family on the work commitments on 120 teachers of different educational institutes. The study revealed that factors like negative attitude of family, family commitments, health issues, long working hours, meetings and work load created an imbalance in their personal and professional lives.

3. OBJECTIVES

➢ To examine about the work life balance among the women crew.
➢ To identify the influence of demographic factors on work life balance among the women crew.

HYPOTHESIS A

➢ Ho1 : There is no significant impact of work life balance on working female employees’ personal life.
➢ Ho2 : There is important influence of work life balance on working female workers’ personal life.

HYPOTHESIS B

➢ Ho3 : There is no important impact of work life balance on working female employees’ professional life.
➢ Ho4 : There is important impact of work life balance on working female employees’ professional life.

4. RESEARCH METHODOLOGY

RESEARCH DESIGN
The study is expressive in nature. It describes the effect of work life balance on working female crews’ personal and professional lives.

**SAMPLING DESIGN**

Cochin International Airport was chosen. Besides being the busiest airport in the economic capital of the state, Cochin is also the largest aviation hub in the region. Sample size constitutes 50 female crew working in various airlines of Cochin International Airport were randomly selected. Five to eight employees were selected randomly from the different airways and sections.

**TOOLS FOR DATA COLLECTION**

The structured questionnaire and data collected through secondary source is the tool used for the study. There are three parts in Research Questionnaire. Part A consists of 5 statements of work life balance and Part B consists 5 statements of personal life and Part C consists 5 statements of professional life on Likerts’ five point scale used with the range from 5 (Strongly Agree) to 1 (Strongly Disagree).

**RELIABILITY AND VALIDITY**

Reliability and Validity of the research questionnaire is calculated by the scale Cronbach’s alpha coefficient. The value (Cronbach alpha) of first scale “Work life balance” is 0.765 and for the second scale “Personal life” is 0.724 and for third scale “Professional Life” comes out to be 0.812. The scales are highly reliable in nature as the values are more than 0.70. In this study, analysis of literature, opinions of field experts are used to validate the research content. The apiece of questionnaire statement was meticulously examined. Each item’s content of was associated with the study’s objectives.

**DATA ANALYSIS TECHNIQUES**

MS Excel and SPSS Statistical Package for Social Sciences 20.0 Version Software are the techniques used to upload the data which is collected and coded through questionnaire was used to do the required statistical analysis. Research tools like Descriptive Analysis, Correlation and Regression techniques are used.

**DESCRIPTIVE ANALYSIS OF WORK LIFE BALANCE OF FEMALE EMPLOYEES WORKING IN COCHIN INTERNATIONAL AIRPORT**

The overall work life balance of female crew working in Cochin International Airport was studied using descriptive statistics. Mean value and standard deviation were calculated. The Range was calculated by the formula Mean ± (1.96) Standard deviation. The upper limit and the lower value came out to be 21.93 and 11.14 respectively.

<table>
<thead>
<tr>
<th>Level of Work Life Balance</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>25-22</td>
<td>11.00</td>
<td>22.00</td>
<td>15.12</td>
</tr>
<tr>
<td>Medium</td>
<td>11-12</td>
<td>11.00</td>
<td>11.14</td>
<td>2.07</td>
</tr>
</tbody>
</table>

**TABLE SHOWING DESCRIPTIVE STATISTICS OF WORK LIFE BALANCE**

Source: Survey results

**TABLE NO 1**
As the mean level is 15.12 which implies work life balance of females employed in Cochin International Airport has medium level of work life balance. Management has to realize its importance in this competitive and stressful environment.

WORK LIFE BALANCE AND EMPLOYEES’ PERSONAL LIFE

Correlation analysis is used to identify the association between work life balance and personal life of working female workers. The results are shown in the table below:

### TABLE SHOWING CORRELATIONS AMONG WORK LIFE BALANCE AND PERSONAL LIFE

<table>
<thead>
<tr>
<th>PERSONAL LIFE</th>
<th>Pearson Correlation</th>
<th>Sig. (1-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work Life Balance</td>
<td>0.753</td>
<td>0.000</td>
</tr>
</tbody>
</table>

TABLE NO 2

The above table shows that there is significant positive correlation between the two variables by the value of 0.753 and p value .000. The result indicated that there exists a significant optimistic relationship among work life balance and female workers’ personal lives. Regression analysis is used to classify the effect of the work life balance on Personal Life. Independent variable is Work life balance and dependent variable personal life is. The results are shown in table below:

### TABLE SHOWING MODEL SUMMARY

<table>
<thead>
<tr>
<th>MODEL</th>
<th>R</th>
<th>R SQUARE</th>
<th>ADJUSTED R SQUARE</th>
<th>STD. ERROR OF THE ESTIMATE CHANGE STATISTICS</th>
<th>R SQUARE CHANGE</th>
<th>F CHANGE</th>
<th>DF 1</th>
<th>DF 2</th>
<th>SIG. F CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.692</td>
<td>0.479</td>
<td>0.476</td>
<td>1.16576</td>
<td>0.479</td>
<td>62.233</td>
<td>1</td>
<td>98</td>
<td>0.000</td>
</tr>
</tbody>
</table>

TABLE NO 3

The above table reveals that work life balance is a contributing factor to personal lives and the procedure of effective work life balance policies can lead to better personal life. As F- Value is 62.233 with 5 percent level of significance implied that regression model is valid and significant. Hence there is potential effect of work life balance on the personal life of working female workers.
TABLE SHOWING COEFFICIENTS

<table>
<thead>
<tr>
<th>MODEL</th>
<th>UNSTANDARDIZED COEFFICIENT</th>
<th>STANDARDIZED COEFFICIENT</th>
<th>T-VALUE</th>
<th>LEVEL OF SIGNIFICANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>B</td>
<td>STD. ERROR</td>
<td>BETA</td>
<td></td>
</tr>
<tr>
<td>Work Life Balance</td>
<td>5.123</td>
<td>0.541</td>
<td>0.615</td>
<td>0.043</td>
</tr>
</tbody>
</table>

TABLE NO 4

The table indicates that as the null hypothesis 1 was not accepted, there is important influence of work life balance on the workers’ personal life.

WORK LIFE BALANCE AND EMPLOYEE’S PROFESSIONAL LIFE

Correlation analysis is carried out to classify the association among work life balance and professional life of working female employees. The results are shown in table 5:

TABLE SHOWING CORRELATION BETWEEN WORK LIFE BALANCE AND PROFESSIONAL LIFE

<table>
<thead>
<tr>
<th>PROFESSIONAL LIFE</th>
<th>WORK LIFE BALANCE</th>
<th>Correlation (Pearson)</th>
<th>0.594</th>
<th>Sig. (1-tailed)</th>
<th>0.000</th>
</tr>
</thead>
</table>

TABLE NO 5

The result implied that there is considerable positive relationship among work life balance and employees’ professional life. The outcome exposed that there exist an important positive connection among work life balance and female workers’ professional life.

TABLE SHOWING MODEL SUMMARY

<table>
<thead>
<tr>
<th>MODEL</th>
<th>R</th>
<th>R SQUARE</th>
<th>ADJUSTED R SQUARE</th>
<th>STD. ERROR OF THE ESTIMATE CHANGE STATISTICS</th>
<th>R SQUARE CHANGE</th>
<th>F CHANGE</th>
<th>DF 1</th>
<th>DF 2</th>
<th>SIG. F CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.594a</td>
<td>0.424</td>
<td>0.419</td>
<td>2.03216</td>
<td>0.424</td>
<td>60.510</td>
<td>1</td>
<td>98</td>
<td>0.000</td>
</tr>
</tbody>
</table>

TABLE NO 6

From the table 6, Professional life of female employees is examined by deterioration analysis. Results indicated that the deterioration model envisages the outcome variable considerably well. The ANOVA tests the meaning of the deterioration model. As F- Value is 60.510 with 5 percent level of significance, thus regression model is valid and significant.
TABLE SHOWING COEFFICIENTS

<table>
<thead>
<tr>
<th>MODEL</th>
<th>UNSTANDARDIZED COEFFICIENT</th>
<th>STANDARDIZED COEFFICIENT</th>
<th>T-VALUE</th>
<th>LEVEL OF SIGNIFICANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>6.053</td>
<td>5.231</td>
<td>5.231</td>
<td>0.000</td>
</tr>
<tr>
<td>Work Life Balance</td>
<td>0.612</td>
<td>0.594</td>
<td>6.943</td>
<td>0.000</td>
</tr>
</tbody>
</table>

The table shows that as the null hypothesis 2 was not accepted, there is significant impact of work life balance on the employees’ professional lives. Hence there must be a focus on improving the work life balance which will further improve their professional life leading to better productivity and efficiency.

5. FINDINGS AND CONCLUSION

To sum up the study, it is found that women employees in Cochin International Airport have medium level of work life balance. There is significant positive correlation and it has strong influence of work life balance on worker’s personal and professional life. The study also found that some of the employee’s sensed high level stress that they were unable to handle family commitments even after coming back from work. Because of long working hours they felt fatigued, tired and exhausted. The too short breaks could not let them take proper rest. However, the aviation industries have to devise policies so as to help their employees fulfill their family commitments. Female employees have to find balance among the personal and qualified life through their industry’s focus on proper policies.

6. SUGGESTIONS

The dynamically changing demands and regulations on the modern work place exert enormous work pressure on the employee, leading to increased stress level among the working women. A clear majority of the respondents expressed that their organization is not providing much importance to enact separate policy for work life balance. Even without proper necessity, they pressurized people to work overtime. Using balanced personal and professional lives of female employees, they can dedicate their precious time for their dependents like spouses, children, and their parents, and they can focus point on their upbringing. It was identified that the number of working hours per week, the duration and regularity of flights, and firm work schedule increase the likelihood of aviation female crew to feel disagreement between their work and family roles as it kills their time to perform family related activities.
7. REFERENCES


