

INFLUENCE OF WORK LIFE CONFLICT ON WORK SATISFACTION LEVEL OF WOMEN ENTREPRENEURS IN PALAKKAD DISTRICT OF KERALA

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ABSTRACT

Due to the socioeconomic changes that are taking place in society, work-family conflict (WFC) issues have received an increasing amount of scholarly attention over time. Accordingly, a lot of time and energy has been spent researching the WFC experiences that employees have had, but the discussion regarding female business owners. Existing literature recognizes work-family conflict in different occupations but lacks a comprehensive understanding of its specific impact on the job satisfaction of women entrepreneurs. Despite a substantial number of enterprises in Kerala and particularly in Palakkad district being led by women, there is a notable absence of significant studies on the correlation between work-life conflict and entrepreneurs' satisfaction in the region. The study was conducted for 120 respondent's collected using random sampling technique, using the data collected through structured questionnaire. THE TOOLS USED were factor analysis and ANOVA test for analyzing the data collected. According to the results derived and interpretations made, the research adds to a more thorough understanding of the difficulties faced by women in entrepreneurship by illuminating these crucial areas.

Key words: work life conflict, work satisfaction, women entrepreneurs, Palakkad district

INTRODUCTION:

In recent years, the landscape of entrepreneurship has witnessed a notable shift, with an increasing number of women taking on the challenges and opportunities of starting and managing their own businesses. This surge in women entrepreneurship is a testament to the evolving socio-economic dynamics and changing perceptions surrounding gender roles in the professional sphere. However, as women entrepreneurs navigate the complex terrain of business ownership, they often find themselves grappling with the intricate interplay between work and personal life.

Work-life conflict, a phenomenon where the demands of work and personal life intersect and create tension, is a significant aspect that can influence the overall well-being of individuals, including women entrepreneurs. The ability to balance the demands of running a business with personal and family responsibilities is a delicate task that can impact various facets of an entrepreneur's life, including job satisfaction.

Job satisfaction, a critical indicator of an individual's contentment and fulfillment in the workplace, is intricately linked to work-life balance. For women entrepreneurs, the unique challenges they face may amplify the effects of work-life conflict on job satisfaction. This intricate relationship

between work-life conflict and job satisfaction among women entrepreneurs merits careful examination, as it not only impacts individual well-being but also has broader implications for the success and sustainability of women-led businesses.

This study aims to delve into the multifaceted dynamics of work-life conflict and its repercussions on job satisfaction among women entrepreneurs. By exploring the challenges and strategies employed by women entrepreneurs to navigate the demands of work and personal life, this research seeks to contribute valuable insights that can inform policies, support systems, and best practices to enhance the overall experience and success of women in entrepreneurship. Understanding the nuanced relationship between work-life conflict and job satisfaction is crucial for fostering a conducive environment for women entrepreneurs to thrive, thereby promoting gender equality and diversity in the entrepreneurial landscape.

REVIEW OF LITERATURE

The ability to strike a balance between work and personal life, to remain competitive and productive at work, and to maintain a happy, healthy home life with enough leisure time is known as work-life balance. This ability is demonstrated by the ability to manage work pressure and the never-ending activities that demand your time and attention (**Kundnani, 2015**). Work life conflicts in women are affected by four groups of factors, which are individual factors, interpersonal factors, organizational factors and cultural factors. Personality traits, health status and own skills comes under individual factors where as items related to the way that women worked with others, such as the spouse, family, and superiors forms the interpersonal factors. Organizational factors include Organizational Policies and Programs, Job Incentives and Facilities, Role Overload, management approach and working hours. Patriarchal approach of the society, gender bias and friendly culture among family members constitute the cultural factors (**Hosseini Z, 2023**). The expanded model of work family conflict based on the bi dimensional conceptualization of WFC ie, work family interface and family work interface is validated that the work family conflict faced by women is affected by both within-domain and cross-domain relationships (**Poggesi, 2019**). As the role conflict of business leaders increases, it results in a rise in job satisfaction, which is caused by resilience. Small business leaders are sufficiently satisfied with their jobs to balance out the conflicts that come with their jobs because of other factors like their identities as business owners or managers, their acceptance and respect from society as business owners, and their ability to avoid the challenges of unemployment etc. They thus value their independence and schedule flexibility (**Tuffour, 2022**). Role conflicts in the families contribute to high levels of work stress. Additionally, social support has the ability to mediate the relationship between work-family conflict and job stress, thereby assisting people in mitigating the negative effects of role conflicts in their families on their jobs. It is essential to consider the psychological well being of an individual (**Siswanto, 2022**).

STATEMENT OF THE PROBLEM

While existing literature acknowledges the prevalence of work-family conflict in various occupational settings, there is a dearth of comprehensive understanding regarding its distinct impact on the job satisfaction of women entrepreneurs. A good portion of enterprises in Kerala are

run by women with a same proportion in Palakkad district. No major studies were conducted on the impact of the work life conflict on the satisfaction level of the entrepreneurs in the selected area.

GAP IN RESEARCH

According to an article published in (Khalid, 2021) **the journal of education and educational development in 2021**, although there is a wealth of research on the WFC experienced by people who work in the paid labor force while also fulfilling full-time family responsibilities as homemakers, this study aims to close the knowledge gap by examining the particular population of female entrepreneurs and their experiences with WFC and work satisfaction. It is implied that a person's social support system and financial situation are major factors in work-family conflict. This research is done to focus on exploring the moderating effects of social support and financial situations while considering the unique cultural and societal context of Palakkad district in Kerala. This would not only enhance the current understanding of the relationship between work-life conflict and work satisfaction but also provide practical implications for support programs and interventions tailored to the needs of women entrepreneurs in the region.

OBJECTIVES

- To evaluate the socio demographic characteristics of women entrepreneurs in Palakkad district.
- To investigate the effect of various work life conflict factors among women entrepreneurs.
- To evaluate the relation between work-life conflict and the level of work satisfaction among women entrepreneurs.

HYPOTHESIS

H₀: There is no significant relationship between work life conflict factors and demographic profile of women entrepreneurs

H₀: There is no significant relationship between work-life conflict and the level of job satisfaction among women entrepreneurs.

RESEARCH METHODOLOGY

The data collected for this study is based on both primary and secondary sources. Primary data was collected through a well structured questionnaire consisting four sections:

- Part A: demographic profile
- Part B: Work Life conflict factors
- Part C: Work satisfaction factors
- Part D: Impact of these factors

Sampling method and tools:

- Reliability analysis
- Factor analysis
- ANOVA test

ANALYSIS AND INTERPRETATION

RELIABILITY ANALYSIS

Table A

Reliability Statistics	
Cronbach's Alpha	N of Items
.855	21

Interpretation:

The reliability test was conducted for the variables of this study, which was recorded as acceptable since the overall reliability derived value for Cronbach’s Alpha for all the variables is nearer to 1 (.855), suggesting that the items have relatively high internal consistency.

FACTOR ANALYSIS

Table B

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.759
Bartlett's Test of Sphericity	Approx. Chi-Square	1313.050
	df	105
	Sig.	.000

Interpretation:

Illustrates that the value of KMO statistics is equal to $.759 > 0.6$, indicating that the data are suitable for factor analysis and the sampling is satisfactory. Barlett’s sphericity test is used to evaluate the sufficiency of the correlation matrix. Since the test value (about the chi square value) is 1313.050, and the corresponding significance level is less than 0.001, Bartlette’s test of sphericity is highly significant at $p \text{ value} < 0.001$, demonstrating that the correlation matrix exhibits substantial correlation among at least some of the variables. Factor analysis may benefit the given data set when the significant value is less than 0.05.

Table C

Extraction

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.396	42.637	42.637	6.396	42.637	42.637	3.145	20.967	20.967
2	2.211	14.741	57.378	2.211	14.741	57.378	3.046	20.308	41.275
3	1.565	10.432	67.810	1.565	10.432	67.810	2.895	19.302	60.577

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4	1.050	6.999	74.809	1.050	6.999	74.809	2.135	14.232	74.809
5	.965	6.436	81.245						
6	.582	3.882	85.127						
7	.496	3.305	88.432						
8	.412	2.747	91.180						
9	.341	2.275	93.455						
10	.315	2.099	95.554						
11	.200	1.332	96.886						
12	.161	1.077	97.963						
13	.121	.806	98.769						
14	.111	.742	99.510						
15	.073	.490	100.000						

Extraction Method: Principal Component Analysis.

Interpretation:

After extraction and rotation, distinct groups formed with a total variance cumulative value of 74.809 or 75% of the total variance. This reflects the KMO Value of .759, which is considered reasonable and indicates that the factor analysis is helpful for the variables.

ANOVA TEST

Table D

- **H0:** There is no significant relationship between work life conflict factors and demographic profile of women entrepreneurs

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.

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I find it challenging to balance the time demands of your work with your family responsibilities	Between Groups	.067	2	.033	.050	.952
	Within Groups	78.725	117	.673		
	Total	78.792	119			
the demands of my work interfere with my ability to fulfill my family responsibilities	Between Groups	.633	2	.316	1.018	.364
	Within Groups	36.359	117	.311		
	Total	36.992	119			
my behaviors expected at work were incompatible with behaviors expected of me in my family life?	Between Groups	4.917	2	2.458	3.193	.045
	Within Groups	90.075	117	.770		
	Total	94.992	119			
I feel overwhelmed by the number of roles i have to fulfill, both in my work and family life?	Between Groups	.323	2	.162	.257	.774
	Within Groups	73.677	117	.630		
	Total	74.000	119			
I feel in resolving conflicts that arise between your work and family responsibilities	Between Groups	.502	2	.251	.391	.677
	Within Groups	75.089	117	.642		
	Total	75.592	119			

Interpretation:

From the ANOVA Table above it has been found that there is a significant relationship between the age and the work life conflict factors of women entrepreneurs. Thus null hypothesis has been rejected and alternate hypothesis has been accepted for all the statements.

ANOVA TEST

Table E

H₀: there is no significant relationship between work life conflict factors & work satisfaction factors and area of organization of women entrepreneurs.

Work life conflicts &Area of organization

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I find it challenging to balance the time demands of your work with your family responsibilities	Between Groups	1.025	3	.342	.510	.676
	Within Groups	77.767	116	.670		
	Total	78.792	119			
the demands of my work interfere with my ability to fulfill my family responsibilities	Between Groups	2.022	3	.674	2.236	.088
	Within Groups	34.970	116	.301		
	Total	36.992	119			
my behaviors expected at work were incompatible with behaviors expected of me in my family life?	Between Groups	2.243	3	.748	.935	.426
	Within Groups	92.749	116	.800		
	Total	94.992	119			
I feel overwhelmed by the number of roles i have to fulfill, both in my work and family life?	Between Groups	1.903	3	.634	1.021	.386
	Within Groups	72.097	116	.622		
	Total	74.000	119			
I feel in resolving conflicts that arise between your work and family responsibilities	Between Groups	2.824	3	.941	1.500	.218
	Within Groups	72.768	116	.627		
	Total	75.592	119			

Work satisfaction factors & Area of organization.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.

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I often experience conflicts between my work and personal life as a woman entrepreneur	Between Groups	4.511	3	1.504	1.638	.184
	Within Groups	106.481	116	.918		
	Total	110.992	119			
The conflicts between my work and personal life impact me emotionally and mentally as a woman entrepreneur	Between Groups	1.072	3	.357	.803	.495
	Within Groups	51.595	116	.445		
	Total	52.667	119			
The support systems, such as family support, colleague support etc influence my job satisfaction in the face of work-life conflict	Between Groups	9.888	3	3.296	6.077	.001
	Within Groups	62.912	116	.542		
	Total	72.800	119			
The strategies i adopt to cope with work life conflict are effective in managing job satisfaction	Between Groups	3.099	3	1.033	2.073	.108
	Within Groups	57.826	116	.498		
	Total	60.925	119			
Considering the conflicts between your work and personal life, I am satisfied with my job as an entrepreneur	Between Groups	2.680	3	.893	1.461	.229
	Within Groups	70.912	116	.611		
	Total	73.592	119			

Interpretation:

From the ANOVA Table above it has been found that there is a significant relationship between the Area of organization and the work life conflict factors as well as Work satisfaction factors of women entrepreneurs except a statement from the factors of work satisfaction which has p value <0.001 ,thus the null hypothesis for that statement stays accepted and null hypothesis has been rejected and alternate hypothesis has been accepted for all the other statements.

FINDINGS AND SUGGESTIONS

From the study conducted, it is being analysed based on the demographic analysis more than 60% of the respondent population are the age group ranging between 30-40 years. Most of the

population are graduates, married having 4 lakhs to 6 lakhs annual profit living in a nuclear family. Most of the respondent's area of organisation is in semi urban areas. After factor analysis KMO and barlette's test value was derived as .759 and after factor extraction 74% was rounded off. According to factor analysis the given factors were divided into 4 factors after rotation. After the ANOVA test for age and work life conflict factors found that all the alternate hypothesis has been accepted and the ANOVA test conducted for the area of organisation and the work life conflict factors & work satisfaction factors found that except one statement stating "the support systems, such as family support, colleague support etc influence my job satisfaction in the face of work-life conflict" for which the null hypothesis has been accepted and the alternate hypothesis was accepted for all the other statements.

The study suggest that there should be a proper and timely analysis for the factors of work life conflicts and work satisfaction and how they influence the women entrepreneurs. Future research on this idea may benefit from considering the influence of additional variables such as peer support, pay satisfaction, supervisor support, and so forth on work satisfaction. Furthermore, if the study uses longitudinal sampling, some intriguing results might be anticipated.

CONCLUSION

Over the past 20 years, the WFC topic has gained more attention in academia; however, most of the research to date has focused on individuals who work for organizations (Placeholder6). Researchers have only lately begun to recognize WFC as a significant concern for business owners. The research adds to a more thorough understanding of the difficulties faced by women in entrepreneurship by illuminating these crucial areas. It is crucial to use these insights to create focused policies and interventions that create a more encouraging atmosphere, which will ultimately increase the prosperity and contentment of female entrepreneurs.

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