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QUALITY OF WORK LIFE AMONG WORKING WOMEN IN KASHMIR (RURAL AND URBAN POPULATION)

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ABSTRACT

Quality of work life is a very broad concept with many different perceptions about it and therefore, difficult to define. There are authors who are of the opinion that it is something that is defined by the people of the organization. Quality of work life involves job security, good working conditions, adequate and fair compensation and equal employment opportunity all together. Quality of work life aims to meet the twin goals of enhanced effectiveness of organization and improved quality of life at work for employees.

Aim: The aim of this study is to find out the Quality of Work Life among working women in Kashmir (Rural and Urban population).

Method: The data was collected through a questionnaire from a sample of 100 women employees in which 50 respondents were taken from rural and 50 respondents from urban population.

Findings: The study reveals that the majority of women employees felt contented at home (40%) rural and (48%) urban areas respectively. Around (36%) rural and (44%) of urban women employees did not spend time with their family. About (76%) and (74%) of rural and urban women respectively responded that the behavior of their family is good when they are sick. Also (40%) of rural women employees help their family members in their activities whereas, (44%) of urban women employees did not help family members in their activities. likewise (58%) rural and (76%) urban women employees did not enjoy decision making power; (44%) and (50%) of rural and urban women responded that their work life is good. About (48%) and (54%) of rural and urban respectively conveyed they did not feel depressed; 36 (72%) of rural and 38 (76%) women employees feel minimum stress level. Hence concluded that urban women employees felt much contented than rural women employees, urban women employees spent much time with the family than rural women. However, rural working women received better attention and care than urban working women when they are sick. Rural women employees helped their family in domestic work more than urban women employees. Rural women employees enjoyed decision making power better than urban women employees. Urban women employees felt less stressed and depressed than rural women employees.

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INTRODUCTION

Quality of Work Life is a philosophical term which holds on a set of principles that people are the most important resource in the Organization as they are trustworthy, responsible and capable of making contributions and that they should be treated with dignity and respect. Quality of Work Life is an umbrella term which includes many concepts. Quality of work life means the sum total of values, both material and non-material which were attained by the worker throughout her life.

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Quality of work life refers to the relationship between employees and their total working environment. It considers people as an asset to the organization rather than cost. This approach believes that people can perform to their best if they are given enough autonomy in managing their work and make decision. And, so quality of work life is viewed as an alternative to the control approach of managing people. There is direct and significant co-relation between fair and enough payment (salary and allowances) and Organizational Commitment and also significant correlation between health security and work conditions and Organizational Commitment and balance in work and other life aspects with organizational commitment. Researches gave the ranking of dependent and

independent variable due to which social integration, cohesion and general space of life had most related with job-performance fair and enough payment and growth opportunity and continuous security had least related with job-performance. Salary and allowance have at least effect on Organizational Commitment. Health and security, work condition most important factor affecting Organizational Commitment. Development is not least not important factor affecting Organizational Commitment *Noushin et al. (2013)*. The training molds the employee's attitude and helps them to achieve a better co-operation within the organization. Training and development program improve the quality of work life by creating an employee supportive workplace *Pallavi Kulkarni (2013)*. As per a study conducted at Islamic Azad University, the relationship between quality of work life and organizational commitment were studied through random stratified sampling. *Spearman's* correlation coefficient, multiple correlation method, *LISREL*, *Friedman* Test was used for data analysis. The T- statistic and Fisher statistic are applied to measure the demographic variables. Result showed that there is positive relation between the Quality of work life and organizational commitment it means organization commitment is the result high Quality of work life *Nia et al. (2013)*. The major factors that influence and decide the Quality of Work Life are attitude, environment, opportunities, nature of job, people, stress level, career prospects, challenges, growth and development and risk involved in the work and rewards *Indumathy et al. (2012)*. The another study shows *Emotional Intelligence as a Factor in Creating work Life Balance* found out that Emotional Intelligence of IT Professionals was found to be significantly and positively correlated with Personal Life Interference with work, Work Personal Life enhancement and overall Work Life Balance. This study indicates that emotionally intelligent people tend to create a better work life balance and increase the productivity as well as the ability to adjust in all conditions of employees *Navjot et al. (2010)*. The Influence of quality of work life on organizational commitment by investigated on unsatisfactory level of commitment among workers in medium and large organizations in the apparel industry in Sri Lanka. A convenient sampling technique was adopted for the research. The sample size was limited to 87 workers and Pearson correlation used for data analysis. The result showed that Quality of work life has a positively significant relation with the commitment and moderator effect of HRDC on the relationship between Quality of work life and Commitment (*Gnanayudam et al., 2008*). There is a positive and significant correlation between quality of work life and managers' profiting. This means that as the quality of work life increases, the profits of the organization will also improve *Ali Najafi (2006)*.

MATERIAL AND METHODS

The present study was done to assess the Quality of Life among Working Women in Kashmir which includes both rural and urban population. A cross sectional study was conducted in Kashmir (Rural and Urban population) using both quantitative and qualitative methods. For quantitative data collection, pre-coded questionnaires were used when interviewing each respondent. The data was collected via self-administered questionnaire and a sample of 100 questionnaires was taken. The qualitative method used is in-depth interviewing guided by open-ended questions. The data was

analyzed by using the SPSS software. It is used to obtain percentage, mean, chi-square and p-value.

RESULTS AND DISCUSSION

Table 1 depicts that majority of women employees felt very contented with their status at home. About 20 (40%) of rural women employees responded that their status was very good, 18 (36%) good, 11 (22%) fair and only 1 (2%) responded poor status at home respectively. While as, in case of urban women employees 24 (48%) women employees agreed that their status was very good, 14 (28%) good and 12 (24%) having fair status at their home. Hence the descriptive statistics (19.07) and p-value (0.59) illustrate that the status of respondents at home of both the rural and urban women employees is acceptable and it manifests highly positive correlation with variables. Further table shows that the respondents mostly preferred to spend time with family, of which 18 (36%) of rural women employees spent time with family, 18 (36%) did not spend time with family, 14 (28%) rarely spent time with their family. In contrast 22 (44%) of rural women employees did not spend time with family, 18 (36%) spend time with family and 10 (20%) women employees rarely spend time with their family. Hence the descriptive analysis of the (10.67) and p-value (0.58) intend that the correlation is negative as the respondents did not spend time with family. Hence, values are not in accordance with the above given variables.

Table 2 infers that the respondents feel gleeful with the behavior of their family members. About 20 (40%) of rural women employees agree that the behavior of their family members is normal, 16 (32%) did not received good behavior from their family and only 14 i.e., (28%) receive good behavior. In comparison to rural women employees 25 (50%) receive normal behavior, 16 (32%) not good, and only (18%) get good behavior. Hence the statistics (16.43) and p-value (0.44) convey that the behavior of family members towards respondents is competent and it manifests significant positive correlation with variables. Besides it, the table also reveals that the majority of subjects are highly gratified with the behavior of their family members when they are sick. Of which 38 (76%) of the rural women employees says the behavior of their family members is good when they are sick, 10 (20%) normal, 2 (4%) did not agree with the good behavior of their family members when they are sick. While as 37 (74%) of urban women employees get good behavior, 10 (20%) normal and 2 (4%) did not gets good behavior. Hence the bivariate analysis of the values (24.05) and p-value (0.30) prove that the status of respondents at home when they are sick is passable and it shows highly positive correlation with the given variables. Table 3 shows that the respondents actively help their family members in various activities. About 20 (40%) of rural women employees help their family members in their activities, 14 (28%) did not help family members in their activities, 13 (26%) rarely help and 3 (6%) mostly help their family members in domestic work. In contrary 22 (44%) of urban women employees did not help family members in their activities, 18 (36%) help, 7 (14%) rarely help and 3 (6%) mostly help family members in their activities. Hence the bivariate analysis (36.83) and p-value (0.29) illustrate that the respondents both rural and urban women employees did not usually help their family members in their activities. So, the correlation is not as fair with variables.

Table 1. Status at home of the respondents (n=100)

Parameters	Responses	DWELLING						χ^2	p-value
		Rural		Urban		Total			
		Frequency	Percent (%)	Frequency	Percent (%)	Frequency	Percent (%)		
Status of the respondents at home	Good	18	36.0%	14	28.0%	32	32.0%	19.07	0.59
	Very good	20	40.0%	24	48.0%	44	44.0%		
	Fair	11	22.0%	12	24.0%	23	23.0%		
	Poor	1	2.0%	0	0.0%	1	1.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		
Time spend with family	Yes	18	36.0%	18	36.0%	36	36.0%	10.67	0.58
	No	18	36.0%	22	44.0%	40	40.0%		
	Rarely	14	28.0%	10	20.0%	24	24.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		

Table 2. Behavior of family members of the respondents (n=100)

Parameters	Responses	DWELLING						χ^2	p-value
		Rural		Urban		Total			
		Frequency	Percent (%)	Frequency	Percent (%)	Frequency	Percent (%)		
Behavior of family members of the respondents	Good	14	28.0%	9	18.0%	23	23.0%	16.43	0.44
	Normal	20	40.0%	25	50.0%	45	45.0%		
	Not good	16	32.0%	16	32.0%	32	32.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		
	Behavior of family members of respondents (when sick)	Normal	10	20.0%	13	26.0%	23		
Good	38	76.0%	37	74.0%	75	75.0%			
Bad	2	4.0%	0	0.0%	2	2.0%			
Total	50	100.0%	50	100.0%	100	100.0%			

Table 3. Decision making power of the respondents (n=100)

Parameters	Responses	DWELLING						χ^2	p-value
		Rural		Urban		Total			
		Frequency	Percent (%)	Frequency	Percent (%)	Frequency	Percent (%)		
Help family members in their activities	Yes	20	40.0%	18	36.0%	38	38.0%	36.83	0.29
	No	14	28.0%	22	44.0%	36	36.0%		
	Rarely	13	26.0%	7	14.0%	20	20.0%		
	Mostly	3	6.0%	3	6.0%	6	6.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		
Decision making power at home of the respondents	Yes	21	42.0%	12	24.0%	33	33.0%	36.64	0.05
	No	29	58.0%	38	76.0%	67	67.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		
Respect at home of the respondents	Yes	47	94.0%	49	98.0%	96	96.0%	10.42	0.30
	No	3	6.0%	1	2.0%	4	4.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		

Table 4. Priority level of the respondents (n=100)

Parameters	Responses	DWELLING						χ^2	P-value
		Rural		Urban		Total			
		Frequency	Percent (%)	Frequency	Percent (%)	Frequency	Percent (%)		
Working life of the respondents	Excellent	6	12.0%	5	10.0%	11	11.0%	28.30	0.29
	Very good	18	36.0%	25	50.0%	43	43.0%		
	Good	22	44.0%	18	36.0%	40	40.0%		
	Fair	3	6.0%	2	4.0%	5	5.0%		
	Poor	1	2.0%	0	0.0%	1	1.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		
Priority level of the respondent	Work	12	24.0%	4	8.0%	16	16.0%	5.45	0.06
	Family	37	74.0%	43	86.0%	80	80.0%		
	Both	1	2.0%	3	6.0%	4	4.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		

Table 5. Stress level of the respondents (n=100)

Parameters	Responses	DWELLING						χ^2	p-value
		Rural		Urban		Total			
		Frequency	Percent (%)	Frequency	Percent (%)	Frequency	Percent (%)		
Depression level of the respondents	Yes	11	22.0%	14	10.0%	25	25.0%	2.03	0.36
	No	24	48.0%	27	50.0%	51	51.0%		
	Sometimes	15	30.0%	9	36.0%	24	24.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		
Stress level of the respondent	Maximum	4	8.0%	2	8.0%	6	6.0%	7.21	0.69
	Minimum	36	72.0%	38	86.0%	74	74.0%		
	Average	10	20.0%	10	6.0%	20	20.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		

In addition it also reveals that the majority of respondents did not enjoy decision making power at their home. Of which 29 (58%) of rural women employees did not enjoy decision making power and 21 (42%) enjoy decision making power at their home. Apart from these 38 (76%) urban women employees did not enjoy decision making power and 12 (24%) of women employees enjoy decision making power at their home. Hence the descriptive statistics (36.64) and p-value (0.05) reveals that the decision making power at home of both the rural and urban women employees is not acceptable and shows highly negative correlation with variables. Similar findings were reported by Reddy (2010) in his research paper *Work-life balance among married women employees*. Further it infers that the majority of the respondents get respect at their home. About 47 (94%) Of rural women employees get respect and 3 (6%) did not get respect at their home. In comparison 49 (98%) urban women employees get respect and only 1 (2%) did not get respect at their home. Hence the descriptive statistics (10.42) and p-value (0.30) reveals that the respondents both rural and urban women employees get equal respect at their home so their behavior is passable and it proves positive correlation with variables. Table No.4 infers that the working life of rural women employees, of which 22 (44%) women responded that their work life is good, 18 (36%) very good, 6 (12%) excellent, 3 (6%) fair and only 1 (2%) responded that their working life is poor. Consequently in urban women employees about 25 (50%) responded that their work life is very good, 18 (36%) good, 5 (10%) excellent and only 2 (4%) responded fair working life. Hence the multivariate value (28.30) and p-value (0.29) render that the working life of the respondents of both the rural and urban women employees is awesome and it conveys the highly positive correlation with variables.

Further reveals that the respondents gave more priority to their families as compared to work. About which 37 (74%) of women employees gave priority to family, 12 (24%) work and only 1 (2%) gave priority to both i.e. family and work. Whereas among urban women employees 43 (86%) respondents gave priority to their family, 4 (8%) work and only 3 (6%) gave priority to both i.e. family and work. Hence the descriptive statistics (5.45) and p-value (0.06) illustrate that the respondents both the rural and urban women employees gave priority to their family and it manifests highly positive correlation with variables. Table 5 shows that the majority of the respondents conveyed that they feel contented and without depression. About 24 (48%) did not feel depression, 11 (22%) feel depression and 15 (30%) sometimes feel depression. However 27 (54%) of urban women employees did not feel depression, 14 (28%) feel depression and only 9 (18%) sometimes fell depression. Hence the descriptive statistical value (2.03) and p-value (0.36) illustrate that the respondents both the rural and urban women employees that they did not feel depressed and it proves positive correlation with variables. Similar findings were reported by DA Jyothi (2016) in her research *a comparative study of mental health and depression among working women*. Moreover it further depicts that the respondents feel minimum stress level. Of which 36 (72%) of rural women employees responded the minimum stress level, 20 (40%) average stress level and only (8%) feels maximum stress level. In contradict 38 (76%) feels minimum stress level, 10 (20%) average stress level and only 2 (4%) feels maximum stress level. Hence the statistical data (7.21) and p-value (0.69) render that the respondents both the rural and urban women employees that

they feel minimum stress and it proves positive correlation with variables.

Conclusion

In present world, Quality of Work Life plays a crucial role and a number of dimensions were considered for evaluating Quality of life. This is the reason Quality of work life concept has gained momentum recently and researches are going on worldwide to find out inputs for framing effective Quality of work life strategies. Moreover the literature review discussed above also supports the relationship between Quality of work life. The study shows status of the respondents at home, behavior of the family members in different situations, decision making power and priority level of the respondents. Still many facets of Quality of work life need to be unexplored through further studies. It was concluded that urban women employees felt much contended than rural women employees, urban women employees spent much time with the family than rural women. However rural working women received better attention and care than urban working women when they are sick. Rural women employees helped their family in domestic work more than urban women employees. Rural women employees enjoyed decision making power better than urban women employees. Urban women employees felt less stressed and depressed than rural women employees.

Recommendations

- Spend more time with family members as family is supreme and this in turn increases their love and affection towards their family members.
- Respondents should modify their living pattern as they must actively participate in decision making and hence make future planning better.

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