



Unveiling the Nexus: Exploring How Demographic Factors Shape Work-Life Balance for Women Professionals

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ABSTRACT

This study aims to explore the intricate relationship between demographics and the work-life balance of women professionals. Drawing on primary data and employing robust statistical methodologies, this study investigated how various demographic factors, such as age, experience, and marital status, affect this balance. The findings underscore a significant correlation between demographics and work-life equilibrium among women in professional roles, revealing nuanced insights into the interplay of these variables. Notably, age, experience, and marital status emerged as key determinants of the work-life balance landscape. By illuminating these dynamics, this study contributes to a deeper understanding of the multifaceted challenges women professionals face in juggling career demands and personal responsibilities. However, it also underscores the complexity of this phenomenon, suggesting avenues for further research to explore the underlying mechanisms and potential mitigation factors. Ultimately, this research provides a valuable foundation for policymakers, organizations, and individuals seeking to foster more supportive environments that promote the well-being and professional success of women in the workforce.

Keywords: Work Life Balance, Women Professionals, Age, Experience, Marital Status

JEL Classifications: I31, J12, J16.M59

1. INTRODUCTION

The term work-life balance refers to a balanced relationship between work and outside work (Kelliher et al., 2019). According to Fisher et al. (2009), work-life balance is an effort made by individuals to balance the two or more roles they are currently carrying out. Schermerhorn et al. (2005) stated that work-life balance is a person's ability to balance work demands with personal and family needs. Lockett (2008) suggests that work-life balance is an individual's need to achieve a balance between work needs and non-work life. When employees achieve work-life balance, the results obtained are increased job satisfaction, physical and mental health, and reduced work stress (Purwati, 2016). According to Gülmez et al. (2024), the work-life balance (WLB) problem involves the customization of work schedules to align closely with individual preferences.

According to Fisher et al. (2009), it consists of 4 aspects, namely, WIPL (Work Interference Personal Life), PLIW (Personal Life Interference Work), PLEW (Personal Life Enhancement of Work) and WEPL (Work Enhancement of Personal Life).

As time progresses, their influence on daily life increases, and society is now starting to open up opportunities not only for men, but also for women, one of which is the opportunity to have a career. According to Andriyan (2014), a career woman is a woman who pursues something or several jobs based on certain skills that she has to achieve progress in life, work, or position. Progress in women's educational attainment and more employment opportunities for women encourages women's labor participation in the economic development stage to grow over time, as shown by the increasing number of women who

work in the private and government sectors (Setyowati and Riyono, 2003).

Maintaining a balance between work and family is crucial for personal growth and career advancement. Enhancing work-life balance not only boosts productivity but also fosters employee loyalty and satisfaction. Over the past few decades, numerous researchers have explored the dynamics of work, family, and personal life. Consequently, the concept of “work-life balance” has been thoroughly explored, referring to the optimal equilibrium between one’s professional and personal spheres. Cultivating a healthy work environment is essential to promote employee loyalty and productivity. Conversely, work-life conflicts significantly impact both individual and organizational performance, as well as the physical and mental well-being of employees. Consequently, many organizations today prioritize initiatives aimed at harmonizing the work and personal lives of their employees.

Employees’ demographic factors impact their work-life balance. According to Bird (2006), balancing work and family life is often more difficult for women than men because women have more family responsibilities. This indicates that sex is a significant factor in WLB. In addition, marital status had the greatest impact on working hours. Single men and women are least likely to work long hours (Ruth Eikhof, 2007). WLB is a critical factor affecting women’s professional and personal well-being, especially in the context of evolving family demographics. The study examined the interplay between family structures, employment conditions, and gender roles in shaping WLB outcomes (Joseph and Gillarose, 2023). Hence, as another demographic factor, marital status became a significant variable in WLB. According to Torrington et al. (2008), an aging workforce, a tight labor market, caring responsibilities, work-life conflict, long working hours, work intensification, and greater levels of stress form part of the demands of life. It is evident that age significantly influences work-life balance (WLB), suggesting that the optimal practices for achieving WLB vary according to demographic factors such as gender, marital status, and age. This study specifically examines how demographic variables affect the work-life balance of employed women.

2. LITERATURE REVIEW

Demographic factors play a significant role in influencing the work-life balance (WLB) of female professionals. Factors such as age, marital status, education, job experience, and income have been identified as key factors influencing WLB levels, (Swamy et al., 2015). Studies have shown that female employees in various sectors face challenges in balancing personal and professional responsibilities, with demographic variables such as marital status, number of children, and family structure impacting WLB. Additionally, the research highlights that personal factors, such as social needs, personal needs, time management, and teamwork, have a more significant effect on the WLB of women in the IT sector than professional factors. Overall, understanding and addressing demographic variables are crucial in enhancing the work-life balance of

working women. The increasing presence of women in various professions, including IT, BPO, Marketing, Insurance, Banking, and Education, highlights the importance of managing both work and personal life (Suryanarayan, 2022). Additionally, demographic factors, such as marital status, may significantly impact the work-life balance of women professionals, affecting their career growth, family life, and overall well-being (Raju and Kappen et al., 2021). Researchers have found that demographic factors such as age, education, marital status, job experience, and income significantly influence work-life balance satisfaction among female employees (Vijayakiruthika, 2016). In addition, demographic factors such as age, marital status, children, and education significantly affect work-life balance components for women (Bharti and Warriar, 2015).

A study showed that Work-life balance among women professionals is being influenced by demographic factors, impacting job satisfaction, family support, and technology use, as highlighted in the study (Aeran and Kumar, 2015).

Whiston et al. (2015) found that older professional women emphasize work-life balance, discussing family care, and setting boundaries. Age influences priorities and strategies for balancing work and personal life. Rani and Nedumaran (2022) found that age influences work-life balance in women professionals due to an aging workforce presenting challenges. This exacerbates the balance between personal, family, and global competition. Bharti and Warriar (2015) found that younger and older age groups may experience different challenges in balancing work and personal lives. Lakshmi and Prasanth (2018) found that age can impact work-life balance in women professionals, affecting their ability to juggle career and personal life responsibilities, as highlighted in the study on working women. Angrisani et al. (2020) found that demographic factors, such as age, influence work-life balance for women professionals, impacting labor supply decisions. Older women may experience stronger effects of work-life conflict on reducing work engagement, especially when facing spousal health shocks. Singal and Parvesh (2015) found that age can impact the work-life balance of women professionals, as they juggle career and personal life responsibilities, affecting their physical, emotional, and social well-being.

Marital status plays a significant role in the work-life balance (WLB) of working women. Studies show that income packages and marital status have beneficial effects on women’s personal lives, emphasizing the importance of achieving good WLB in enhancing personal well-being (Khan et al., 2022). Additionally, research indicates that emotional support from spouses positively impacts the WLB of women employees, highlighting the role of spousal support in balancing work and personal life (Nethravathi, 2021). Furthermore, family related characteristics such as care responsibilities significantly influence women’s WLB levels, showcasing the impact of family dynamics on achieving a balance between work and personal life. Overall, marital status, spousal support, and family related responsibilities all contribute to the complex interplay affecting the WLB of working women’s WLB.

The experience of working women significantly impacts their work-life balance. Research indicates that women face challenges in balancing work and family responsibilities (Jaganath and Singh, 2022). Factors such as gendered roles, family responsibilities, and lack of support from employers and co-workers contribute to work-life imbalance (Oosterbroek and Dirk, 2021). However, De Clercq et al. (2021) suggest that female entrepreneurs who experience work-life imbalance may still maintain job satisfaction in supportive macro-level environments. Additionally, a study on female employees found that a good work-life balance positively affects personal lives, emphasizing the importance of work-life policies and practices in enhancing commitment and productivity. Overall, women’s experiences play a crucial role in determining their work-life balance and job satisfaction (Kumar ad Rao, 2020).

3. OBJECTIVE OF THE STUDY

The main objectives of the study are –

1. To study the impact of age on Work Life Balance of women professionals.
2. To study the impact of experience on Work Life Balance of women professionals.
3. To study the impact of marital status on Work Life Balance of women professionals.

4. RESEARCH METHODOLOGY

The research design was descriptive in nature in order to accomplish the objective of the study. The study population was comprised of female professionals. Data were gathered from a sample of 160 respondents selected through convenience sampling. To collect relevant information from the respondents, a survey method was used with a structured questionnaire consisting of questions on work-life balance and demographic variables.

Work–life balance was measured using the scale given by Agha et al. (2017). The scale consisted of 15 items. The collected data were thoroughly scrutinized to identify and rectify any errors prior to the analysis using SPSS.

The research extensively utilized nonexperimental voluntary surveys as the primary method of data collection. It is noteworthy that the research was carried out in an environment where formal ethical approval was not mandatory for survey-based studies. This decision was made after careful consideration of the nature of the research and the prevailing guidelines within the research environment.

In accordance with ethical principles, the privacy of participants was a paramount concern throughout the study. No personally identifiable information was solicited from the participants during the survey administration. This deliberate measure was taken to ensure the confidentiality and anonymity of the participants.

The results were then showcased through tables, employing descriptive statistics, such as frequencies, percentages, means, and standard deviations. Hypothesis testing was conducted using F-tests and T-tests.

Hypothesis – Below are the hypotheses framed based on the objectives –

- H_{01} : There is no impact of age on Work Life Balance of women professionals
- H_{02} : There is no impact of experience on Work Life Balance of women professionals
- H_{03} : Marital status has no impact on the work-life balance of women professionals.

5. RESULTS AND DISCUSSION

5.1. Demographic Profile

Table 1 displays the demographic profile of respondents in the present study is as follows: With respect to age, 50.6% respondents were from the 21-30 age group, 48.75% respondents belonged to the 31-40 age group, 0.625% came under the 41-50 age group, and there were no respondent in the 51-60 age group. Table 2 summarizes the respondents’ demographic profiles.

5.2. Impact of Demographics on Work Life Balance

Employee age is a key determinant of work-life balance. Generally, younger employees tend to perceive a lower level of work-life balance than their older counterparts. This can be attributed to the fact that as individuals age, their family responsibilities typically increase, leading older employees to experience greater pressure to balance work and personal life. The mean score for the age group of 21-30 years was 2.01 with

Table 1: Impact of demographics on work life balance

Particulars	Classification	N	Mean	S.D.	F-value	P-value
Age	21-30	81	2.01	0.128	3.091	0.018
	31-40	78	2.35	0.149		
	41-50	01	1.00	0.030		
	51-60	0	0	0		
Experience	0-5	50	2.56	0.158	2.030	0.015
	6-10	70	2.02	0.110		
	11-15	35	1.27	0.099		
	Above 15	5	1.00	0.010		
Marital Status	Single	56	1.02	0.145	3.145	0.021
	Married	104	2.89	0.136		

Table 2: Demographic profile

Particulars	Classification	Frequencies	Percentage
Age (in years)	21-30	81	50.6
	31-40	78	48.75
	41-50	01	0.625
	51-60	0	0
Experience (in years)	0-5	50	31.25
	6-10	70	43.75
	11-15	35	21.875
	Above 15	05	3.125
Marital Status	Single	56	35
	Married	104	65

Source: Obtained from Primary Data

a standard deviation of 0.128. Employees aged 31-40 years mean score of 2.35 with a standard deviation of 0.149. The F value was 3.091, and the P-value was 0.018. Hence, hypothesis H_{01} is not supported. This means that age has an impact on the work-life balance of women professionals. The sample respondents in the age group of 31-40 years were mostly married and faced family adjustment problems.

Newly joined employees have less experience and are likely to face adjustment-related issues. Therefore, they will have to work on resolving work-life balance conflicts. As such, as the experience of professionals increases, it does have an impact on work-life balance. In the sample, the F value is 2.030 and the P-value is 0.015; hence, hypothesis H_{02} is not supported, which means there is an impact of experience on work-life balance. As working women gain more experience in their profession, they may also learn how to better manage their work and personal lives.

On the basis of marital status, it was found that married women professionals reported more work life balance with mean 2.89 than single married women. The reason for this is that married women have multiple responsibilities apart from their professional responsibilities as compared to single professionals, who generally have fewer responsibilities on their personal front. Since the F-value is 3.145 and the P-value is 0.021; hence hypothesis H_{03} is not supported. Thus, marital status has an impact on the work-life balance of women professionals.

6. CONCLUSION

The research has provided an analysis of the demographic characteristics of the sampled respondents to determine whether these factors have an impact on work-life balance, particularly for women professionals with respect to age, experience, and marital status. It was found that age, experience, and marital status had an impact on the work-life balance of female professionals.

The present study helps in developing a clear picture regarding different demographics and their impact on the work-life balance of women professionals. Although more work could be done to gain more clarity, the focus of the present study was restricted to the three demographic factors. In addition, researchers can perform studies in different locations and include different factors, such as cultural aspects, to enhance their knowledge of the same.

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