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A STUDY ON QUALITY WORK LIFE BALANCE AMONG THE DEVELOPMENT OFFICERS OF LIC OF INDIA IN CHENNAI CITY

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ABSTRACT

Quality of work life is the fine-looking experience which an employee feels about the job and work place. It gives benefit to the organization as well as to the employees. The present paper objective is to find out the quality work balance among the development officers of Life insurance Corporation in Chennai city. The total size of the sample is 200. For the purpose of present study, Life insurance corporation development officers were considered for the study. Interview schedule method was administered to gather information. The collected data were processed and then analyzed with the help of descriptive statistics method and t-test. The result of the study is that there is an positive impact of personal factors on quality of work life among the development officers in Chennai city

KEYWORDS

Life Insurance and quality of work life.

INTRODUCTION

The Quality of work life (QWL) is a wide term covering an immense variety of programmes, techniques, theories and management styles through which organizations and jobs are designed so as to grant employees more autonomy, responsibility and authority than is usually done. It is comprehensive, department wide program designed to improve employee satisfaction, strengthening workplace learning and helping employees. A high quality of work life is essential for organizations to continue, to attract and retain employees (Sandrick,2003) Many factors contribute to QWL which includes adequate and fair remuneration, safe and healthy working conditions, social integration in the work organization that enables an organization to develop and use all his or her capacities Richard and L.Joy defined QWL as "the degree to which members of a work organization are able to satisfy important personal needs through their experience in the organizations." According to Vincent Lombardi," the quality of a person's life is in direct proportion to their commitment, excellence, regardless of their chosen field or endeavor"

Employees work with the organization for salary. Apart from this, they do not have any connection with the organization. The employees cannot get any benefit other than salary. Employees were instructed to perform the work by the management. They do not possess any freedom in the work. This is old philosophy of management. But in the modern digital era, there has been enormous modification in the practices of human resources. Top level management of companies considers the employees an asset and takes appropriate steps to achieve the target. Top level management realizes that if the employees are not motivated, surely management cannot retain the efficient employees. These employees may switch over to another organization, and it is monotonous to the company to fill the vacancy with quality employees immediately. To eliminate this bad scenario, management of the company believes in satisfaction of employees in the organization. Management has to make the employees to feel happy in the work place. Therefore, the study is undertaken to find out the quality work life balance among the development officers of LIC of India in Chennai city.

OBJECTIVE OF THE STUDY

- To study the quality work life balance among the development officers of Life insurance corporation of India in Chennai city.
- To give the suggestions for better improvement in Quality of Work Life.

RESEARCH METHODOLOGY

The presents study's ultimate objective is to find out the quality work life balance among the development officers of Life insurance Corporation in Chennai city. In this research study, sample was considered from Chennai city. The samples used in the study were development officers in Life Insurance Corporation in India. These employees involved the selling of insurance products. The total size of sample is 200. Primary data was collected by the structured questionnaire framed by the K.G. Agarwal. This was used to measure the impact of personal factors on quality of work life of the respondents. Quality of work life scale comprises 12 statements. The Cronbach Alpha value was found to be 0.88. The validity refers to the degree to which any tool measures what it is intended or claims to quantify. A questionnaire had been distributed to the development officers of life insurance 8yu and filled in questionnaires had been collected from them. The secondary data used in the study were books, journals and websites related to quality of work life. For coding purpose, the collected data were entered on the computer. SPSS statistical tool was utilized for examining the data with the help of descriptive statistics and t-test. Quality of work life scale was used to measure the mean level of quality of work life of the respondents. The considered standard ratings are such as "very much satisfied = 5, satisfied = 4, Neither satisfied nor dissatisfied = 3, Dissatisfied = 2 and Very Much dissatisfied = 1.

TABLE 1: GENDER WISE DISTRIBUTION OF RESPONDENTS

Gender	Frequency	Percent
Male	120	60.0
Female	80	40.0
Total	200	100.0

Source: Primary data

The above table shows gender wise distribution of respondents Majority 60% are male and 40% are female officers in life insurance sector in Chennai city.

TABLE 2: AGE GROUP WISE DISTRIBUTION OF RESPONDENTS

Age	Frequency	Percent
Up to 25 years	51	25.5
26-35 years	70	35.0
36-45 Years	49	24.5
Above 46 years	30	15.0
Total	200	100.0

Source: Primary data

The above table reveals that age group wise distribution of respondents in Chennai city. Majority 35% of respondents were in the age group of 26-35 years, followed by 25.5% of respondents were in the age group of up to 25 years, 24.5% of respondents were in the age group of 36-45 years and only 15% of respondents were in the age group of above 46 years.

TABLE 3: EDUCATIONAL QUALIFICATION WISE DISTRIBUTION OF RESPONDENTS

Educational qualification	Frequency	Percent
up to HSC	40	20.0
UG	80	40.0
PG	50	25.0
Professional	30	15.0
Total	200	100.0

Source: Primary data

Educational qualification wise distribution of respondents highlights in Table 3. 40% of respondents were under graduate, 25% of respondents were post-graduates, 20% of respondents were up to HSC qualified and only 15% of respondents were professional.

TABLE 4: MONTHLY INCOME WISE DISTRIBUTION OF RESPONDENTS

Monthly income	Frequency	Percent
Less than Rs.20,000	10	5.0
Rs.20,001 - 40,000	110	55.0
Rs.40,001 - 60,000	50	25.0
Above Rs.60,000	30	15.0
Total	200	100.0

Source: Primary data

The above table explains that monthly income wise distribution of respondents. Majority 55% of respondents were in the monthly income group of Rs.20,001-40,000, followed by 25% of respondents were in the income group of Rs.40,001-60,000, 15% of respondents were in the monthly income group of above Rs.60,000 and only 5% of respondents were in the income group of less than Rs.20,000.

TABLE 5: MARITAL STATUS WISE DISTRIBUTION OF RESPONDENTS

Marital status	Frequency	Percent
single	87	43.5
Married	113	56.5
Total	200	100.0

Source: Primary data

The above table illustrates that marital status wise distribution of respondents. 56.5% of respondents were married and 43.5% of respondents were single.

TABLE 6: FAMILY WISE DISTRIBUTION OF RESPONDENTS

Family	Frequency	Percent
Nuclear	140	70.0
Joint family	60	30.0
Total	200	100.0

Source: primary data

The above table explains that family wise distribution of respondents. 70% of the respondents were nuclear family and 30% of respondents were joint family.

TABLE 7: RESPONDENT'S WILLINGNESS TO DO OFFICE WORK AT HOME

Office work	Frequency	Percent
Performing	128	64.0
Not performing	72	36.0
Total	200	100.0

Source: Primary data

The above table demonstrates that respondent's willingness to perform office work at home. 64% of respondents are willing to do office work at home and 36% of respondents were not willing to do office work at home.

TABLE 8: DESCRIPTIVE STATISTICS

	N	Minimum	Maximum	Mean	Std. Deviation
Understand the responsibilities	200	1	5	3.74	1.300
Have a sense of personal autonomy	200	1	5	3.70	1.232
Feel confidence and pride	200	1	5	3.48	1.414
Managers are treating employees fairly	200	1	5	3.40	1.389
Timely feed back by managers	200	1	5	3.40	1.392
Confidence in the empowerment maturity	200	1	5	3.33	1.299
Managers are respected for competence	200	1	5	3.30	1.311
Personal compensation is satisfactory	200	1	5	3.30	1.311
The non-financial recognition is satisfactory	200	1	5	3.30	1.311
Work group is a productive team	200	1	5	3.28	1.626
Treat each other with respect and trust	200	1	5	3.20	1.367
Reward system is fair and equitable	200	1	5	3.10	1.384

Source: Primary data

It is observed from the above table the highest mean rating for the statement "Understand the responsibilities" is 3.74. It infers that the respondents are almost satisfied with the item. It's followed by "Have a sense of personal autonomy" 3.70, "Feel confidence and pride" 3.48. The minimum mean value (3.2471) is arrived for the item "Reward system is fair and equitable". It falls around neither satisfied nor dissatisfied.

Null Hypothesis: There is no impact of personal factors on quality of work life balance among the development officers of LIC India in Chennai city.

TABLE 9: ONE SAMPLE T-TEST FOR WHETHER THERE IS ANY IMPACT OF PERSONAL FACTORS ON QUALITY OF WORK LIFE BALANCE AMONG THE DEVELOPMENT OFFICERS OF LIC INDIA IN CHENNAI CITY

Statements	N	Mean	Std. Deviation	t value	P value
Understand the responsibilities	200	3.74	1.300	8.048	0.000**
Have a sense of personal autonomy	200	3.70	1.232	3.236	0.001**
Feel confidence and pride	200	3.48	1.414	8.036	0.000**
Managers are treating employees fairly	200	3.40	1.389	3.538	0.001**
Timely feed back by managers	200	3.40	2.352	2.069	0.000**
Confidence in the empowerment maturity	200	3.33	1.852	2.435	0.000**
Managers are respected for competence	200	3.30	1.311	3.236	0.001**
Personal compensation is satisfactory	200	3.30	1.311	4.012	0.000**
The non-financial recognition is satisfactory	200	3.30	1.311	4.072	0.000**
Work group is a productive team	200	3.28	1.626	4.751	0.000**
Treat each other with respect and trust	200	3.20	1.367	3.236	0.001**
Reward system is fair and equitable	200	3.10	1.384	2.371	0.001**

Source: Primary data

Note: ** represents significant at 1% level.

The above table shows that one sample t-test for whether there is any impact of personal factors on quality of work life of the both public and private sector life insurance company officers in Chennai city. All the variables p value is less than 0.01. Therefore; the null hypothesis is rejected at 1% level of significant. It is concluded that there is impact of personal factors on quality of work life among the development officers of LIC of India in Chennai city.

CONCLUSION

From this research study, it is concluded that there is an impact of personal factors on quality of work life of the both public and private sector life insurance company officers in Chennai city. The existence of quality of work life in the insurance company enhances the job satisfaction, job performance, productivity and involvement of job of officers. Hence, the management is responsible for the presence of quality of work life in the insurance companies. It results in quality of the service and satisfaction of the customers.

SUGGESTIONS

- Organizations should provide the salary, yearly increment and incentives to their employees.
- Organizations should provide leave flexibility to employees for a break from work stress.
- Senior peoples of the organization have to maintain a healthy relationship environment in the organization.
- Seniors should provide help to his/her junior to full fill the company sales target.

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