TUMKUR UNIVERSITY

A Dissertation Report On

"A COMPARATIVE STUDY ON BRAND IMAGE AMONG MOTHER'S SPECIAL REFERENCE TO HIMALAYA AND OTHER BABY PRODUCTS IN TUMAKURU CITY".

Submitted in Partial Fulfillment of the Requirements of Tumkur University for the Award of the Degree of

MASTER OF COMMERCE

Submitted by:

INDRAJA T S

(Reg.No. P11SC21C0029)

Under the Guidence of:

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Estd: 1966-67

Sree Siddaganga College of Arts, Science & Commerce
(Affiliated to Tumkur University)
B.H.Road, Tumkuru-572102

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DECLARATION

I hereby declared that this dissertation entitled **"A COMPARATIVE STUDY ON BRAND IMAGE AMONG MOTHER'S SPECIAL REFERENCE TO HIMALAYA AND OTHER BABY PRODUCTS IN TUMAKURU CITY",** has been prepared by me during the Academic Year 2022-20223 under the guidance of Smt. **NAVYA S MURTHY,** Assistant Professor, Department of PG Studies in Commerce, **Sree Siddaganga College of Arts, Science and Commerce, B H Road, Tumakuru,** as a partial fulfillment for the award of Master Degree of Commerce from Tumkur University.

I also declare that this dissertation is a result of my own sincere efforts and this dissertation has not been submitted for the award of any degree of any university or institution.

PLACE: TUMAKURU

DATE: 16/9/2023·

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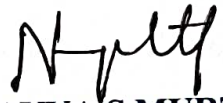Department of PG Studies in Commerce,

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GUIDE CERTIFICATE

This is certified that this Dissertation entitled "A COMPARETIVE STUDY ON BRAND IMAGE AMONG MOTHER'S SPECIAL REFERENCE TO HIMALAYA AND OTHER BABY PRODUCTS IN TUMAKURU CITY " is a record of independent work, carried out by **INDRAJA T S,** Reg. No P11SC21C0029 partial fulfillment for the award of Master of Commerce represents an independent research done by her during the period 2022-2023 in the Department of PG Studies in Commerce, Sree Siddaganga College of Arts, Science and Commerce, Tumakuru under my guidance and supervision.

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of Tumkur University during the academic year 2022 - 2023.

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INTRODUCTION

1.1 MEANING AND DEFINITION:

The term Quality of Work Life (QWL) aims at changing the entire organizational climate by humanizing work, individualizing organizations and changing the structural and managerial systems. It takes into consideration the socio-psychological needs of the employees. It seeks to create such a culture of work commitment in the organizations which will ensure higher productivity and greater job satisfaction for the employees.

Quality of work life refers to the favourableness or unfavourableness of the job environment of an organization for its employees. It is generic term which covers a person's feelings about every dimension of his work e.g. economic incentives and rewards, job security, working conditions, organizational and interpersonal relationships etc. The term QWL has different meanings for different people. A few important definitions of Quality of Work Life (QWL) are as follows:

- According to Harrison: "Quality of Work Life is the degree to which work in an organization contributes to material and psychological well-being of its members."
- According to D.S.Cohan "Quality of Work Life is a process of joint decision making, collaborations and building mutual respect between management and employees."
- According to the American Society of Training and Development "Quality of Work Life is a process of work organization which enables its members at all levels to participate actively and effectively in shaping the organizations' environment, methods and outcomes. It is a value based process which is aimed towards meeting

the twin goals of enhanced effectiveness of the organization and improved quality of life at work for the employees".

Quality of Work Life influences the productivity of the employees. Researchers have proved that good QWL leads to psychologically and physically healthier employees with positive feelings.

Richard E. Walton explains quality of work life in terms of eight broad conditions of employment that constitute desirable quality of work life. He proposed the same criteria for measuring QWL. Those criteria include:

- **Adequate and Fair Compensation:** There are different opinions about adequate compensation. The committee on Fair Wages defined fair wage as" the wage which is above the minimum wage, but below the living wage."

- **Safe and Healthy Working Conditions:** Most of the organizations provide safe and healthy working conditions due to humanitarian requirements and/or legal requirements. In fact, these conditions are a matter or enlightened self-interest.

- **Opportunity to Use and Develop Human Capacities:** Contrary to the traditional assumptions, QWL is improved… "To the extent that the worker can exercise more control over his or her work, and the degree to which the job embraces and entire meaningful task" … but not a part of it. Further, QWL provides for opportunities like autonomy in work and participation in planning in order to use human capabilities

- **Opportunity for Career Growth:** Opportunities for promotions are limited in case of all categories of employees either due to educational barriers or due to limited openings at the higher level. QWL provides future opportunity for continued growth and security by expanding one's capabilities, knowledge and qualifications.

- **Social Integration in the Work Force:** Social integration in the work force can be established by creating freedom from prejudice, supporting primary work

groups, a sense of community and inter-personnel openness, legalitarianism and upward mobility.

- **Constitutionalism in the Work Organization:** QWL provides constitutional protection to the employees only to the level of desirability as it hampers workers. It happens because the management's action is challenged in every action and bureaucratic procedures need to be followed lat that level. Constitutional protection is provided to employees on such matters as privacy, free speech, equity and due process.
- **Work and Quality of Life:** QWL provides for the balanced relationship among work, non-work and family aspects of life. In other words family life and social life should not be strained by working hours including overtime work, work during inconvenient hours, business travel, transfers, vacations etc.
- **Social Relevance of Work:** QWL is concerned about the establishment of social relevance to work in a socially beneficial manner. The workers' self-esteem would be high if his work is useful to the society and the vice versa is also true.

To summarize, Quality of Work Life is the degree to which employees of an organization are able to satisfy their personal needs through experience in the organization. It main aim is to create a work environment where employees work in cooperation with each other and contribute to organizational objectives.

1.2 Scope of Quality of Work Life :

Quality of work life is a multi-dimensional aspect. The workers expect the following needs to be fulfilled by the organizations:

1. **Compensation**: The reward for work should be above a minimum standard for life and should also be equitable. There should be a just an equitable balance between the effort and the reward.

2. **Health and Safety**: The working environment should be free from all hazards detrimental to the health andsafety of the employees. The main elements of a good physical environment for work should be reasonable hours of work, cleanliness, pollution free atmosphere, risk free work etc.

3. **Security**: The organization should offer security of employment. Employees should not have to work under a constant concern for their future stability of work and income.

4. **Job Design**: The design of jobs should be such which is capable of meeting the needs of the organization for production and the individual for satisfying and interesting work. Quality of work life can be improved if the job allows sufficient autonomy and control, provides timely feedback on performance and uses a wide range of skills.

5. **Social Integration**: The workers should be able to feel a sense of identity with the organization and develop a feeling of self-esteem. This includes the elimination of discrimination and individualism, whilst encouraging teams and social groups to form.

6. **Social Relevance of Work**: Work should not only be a source of material and psychological satisfaction, but also a means of social welfare. An organization that has greater concern for social causes can improve the quality of work life.

7. **Scope for Better Career Opportunities**: The management should provide facilities to the employees for improving their skills both academic and otherwise. The management should always think of utilizing human resources for expansion and development of the organizations.

1.3 Principles of Quality of Work Life:

According to N.Q.Herrick and M.Maccoby there are four basic principles, which will humanize work and improve the Quality of Work Life:

1. **The Principle of Security**: Quality of work cannot be improved until employees are relieved of the anxiety, fear and loss of future employment. The working conditions must be safe and fear of economic want should be eliminated. Job security and safety against occupational hazards is an essential precondition of humanization of work.

2. **The Principle of Equity**: There should be a direct and positive relation between effort and reward. All types of discrimination between people doing similar work and with same level of performance must be eliminated. Equity also requires sharing the profits of the organization.

3. **The Principle of individualism**: Employees differ in terms of their attitudes, skills, potentials etc. Therefore, every individual should be provided the opportunities for development of his personality and potential. Humanization of work requires that employees are able to decide their own pace of activities and design of work operations.

4. **The Principle of Democracy**: This means greater authority and responsibility to employees. Meaningful participation in decision making process improves the quality of work life.

1.4 Techniques for Improving Quality of Work Life:

The quality of work life movement is of recent origin and has a long way to go. Individual as well as organized efforts are required to improve the quality of work life

for millions of workers in the country. Some of the techniques used to improve the QWL are as given below:

1. **Flexible Work Schedules**: There should be flexibility in the work schedules of the employees. Alternative work schedules for the employees can be flexi time, staggered hours, compressed work week etc. Flexi time is a system of flexible working hours, staggered hours schedule means that different groups of employees begin and end work a different intervals. Compressed work week involves longer hours of work per day for fewer days per week.

2. **Job Redesign**: Job redesigning or job enrichment improves the quality of the jobs. It attempts to provide a person with exciting, interesting, stimulating and challenging work. It helps to satisfy the higher level needs of the employees.

3. **Opportunity for Development:** Career development is very important for ambitious and achievement oriented employees. If the employees are provided with opportunities for their advancement and growth, they will be highly motivated and their commitment to the organization will increase.

4. **Autonomous Work Groups**: Autonomous work groups are also called self-managed work teams. In such groups the employees are given freedom of decision making. They are themselves responsible for planning, organizing and controlling the activities of their groups. The groups are also responsible for their success or failures.

5. **Employee's Participation in Management**: People in the organization should be allowed to participate in the management decisions affecting their lives. Quality circles, Management by objectives, suggestion system and other forms of employee's participation in management help to improve the Quality of Work Life.

6. **Job Security**: Employees want stability of employment. Adequate job security provided to the employees will improve the Quality of Work Life to a large extent.

7. **Equitable Justice**: The principle of equitable administrative justice should be applied in disciplinary actions, grievance procedures, promotions, transfers, work assignments etc. Partiality and biasness at any stage can discourage the workers and affect the Quality of Work Life.

Close attention to Quality of Work Life (QWL) provides a more humanized work environment. It attempts to serve the higher-order needs of workers as well as their more basic needs. It seeks to employ the higher skills of workers and to provide an environment that encourages them to improve their skills. The idea is that human resources should be developed and not simply used. Further, the work should not have excessively negative conditions. It should not put workers under undue stress. It should not damage or degrade their humanness. It should not be threatening or unduly dangerous. Finally, it should contribute to, or at least leave unimpaired, worker's abilities to perform in other life roles, such as citizen, spouse, and parent. That is, work should contribute to general social advancement.

1.5 Characteristics that influence quality of work life:

➢ **Attitude of the Employee:**

Specifies that an employee who is entrusted with a particular job should have sufficient skills, knowledge, and expertise in performing his/her work, willingness to learn, and openness for creativity and team spirit.

➢ **Fair Compensation and Job Security:**

proportion to their skills, knowledge, experience, and performance. If compensation paid to employees is not directly proportional to the performance of the employee, it may lead to greater employee discontent and lack of productivity on the part of employees. Job security provided to employees in the form of permanent employment also improves QWL. Specifies that employees should be offered compensation in

➢ **Personal and Career Growth Opportunities:**

Imply that an organization should provide employees with opportunities for personal development and growth. Proper training and development programs should be organized from time-to-time in order to help employees to accept higher job responsibilities in future.

➢ **Balance between Personal and Professional Life:**

Means that an organization should provide proper leisure and relaxation time to its employees, so that they can maintain a balance between their personal as well as professional life. They should not be overburdened or pressurized with extra work and should not be sent on unplanned business travels or untimely transfers.

➢ **Nature of Job:**

Refers to the type of job allocated to an employee. It means that if routine, dull, and monotonous jobs are allocated to employees, then it would lead to boredom and decline in QWL, but if the nature of job is such that it offers recognition, growth, creativity, and opportunities of advancement then it leads to improvement in QWL.

➢ **Level of Stress:**

Needs to be reduced, as stress is harmful for an individual. If the level of stress, which an individual faces on job is high, his/her productivity and efficiency to work would decline, thus, leading to a decrease in QWL. An organization should provide a stress free environment to its employees so that they can work productively towards the goals of the organization.

➢ **Risk and Reward:**

Means that a job, which is risky and challenging, is paid more, as Compared to the job that requires less risk, challenge, and enthusiasm. Rewards provided to an employee must be directly proportional to the risk and responsibilities involved in that job. Rewards act as a proper motivational tool to enhance the morale of its workers.

➢ **Participative Style of Leadership:**

Encourages employees' participation and involvement that is employees feel themselves as a part of the organization and this develops a feeling of belongingness in them. They offer innovative and creative ideas and suggestions to managers, which in turn helps in improvement in overall work processes and environment. Recognition provided to them, in turn, helps in motivating them to perform better.

➢ **Career Prospects:**

Refer to opportunities for career growth and advancements. If an employee is performing well, he/she should be rewarded by providing growth prospects.

➢ **Fun at Workplace:**

Refers to various contests, games, and quizzes that should be organized from time-to-time among employees, so that they enjoy while working. Games, such as tambola, dumb charade, can be planned at times, so that employees feel relaxed and tuned to their work.

➢ **Alternative Work Arrangement Techniques:**

Thus, it can be rightly said that QWL is related to job satisfaction and improvement in overall efficiency and productivity of employees. It ultimately leads to a decrease in absenteeism, turnover, and higher quality and quantity of work output. It further helps in making workforce happy and satisfied and in turn, improves physical and psychological health of employees.

1.6 QUALITY OF WORK LIFE-OBJECTIVES:

The success of any organization depends on how it attracts recruits, motivates, and retains its workforce. Organizations need to be more flexible so that they develop their talented workforce and gain their commitment. Thus, organizations are required to retain employees by addressing their work life issues.

The elements that are relevant to an individual's quality of worklife include the task, the physical work environment, social environment within the organization, administrative system and relationship between life on and off the job.

The basic objectives of a QWL program are improved working conditions for the employee and increase organizational effectiveness.

Organizational Environment:

Maintaining a conducive organizational environment is not about managing retention. It is about managing people. If an organization manages people well, retention will take care of itself. Organizations should focus on managing the work environment to make better use of the available human assets

People want to work for an organization which provides-

1. Appreciation for the work done

2. Ample opportunities to grow

3. A friendly and cooperative environment

4. A feeling that the organization is second home to the employee

5. Organization environment includes

6. Culture

7. Values

8. Company reputation

9. Quality of people in the organization

10. Employee development and career growth

11. Risk taking

12. Leading technologies

13. Trust

1.7 Quality of Work Life – 4 Basic Elements:

QWL focuses on creating a human work environment where employees work together with satisfaction to achieve the objectives collectively.

The four basic elements of quality of worklife are:

(i)   The programme is meant for enhancing human dignity and growth opportunities;

(ii)   Employees are to work together to achieve the collective goal(s);

(iii)   Employees decide on work related issues through total participation;

(iv)   The programme integrates the people with the organisation by assimilating individual and organisational goals.

We can say, quality of worklife is an OD intervention that focuses on developing a work environment which helps in the enrichment of human element at work.

1.8 Quality of WorkLife – 5 Main Constituents:

The quality of work life attempts to fulfill the following needs of the workers:

1. Safer Working Conditions:

Walton considers QWL deeply concerned with provision of a work environment absolutely free from various hazards arising out of natural and unnatural things. He further encompasses the need for reasonable hours of work, favourable physical conditions of work, age restrictions, etc. to be followed by the organizations.

In India, the Factories Act, 1948 and several other labour laws provide the various rules and regulation of protecting the workers from the health hazards at the working site.

2. Equitable and Fair Pay:

The QWL requires that employees must be paid their due share in the progress of the firm. Compensation system should create a favourable environment whereby the organization utilizes the human resources to the maximum extent and should help the employee to maintain himself and his family with a standard in the society.

3. Job Satisfaction:

The workers, as they are living beings, desire to work on the job that will utilize their abilities and talents and provide them satisfaction. The management must enrich the jobs and redesign the jobs in such a way that workers feel satisfied.

4. Job Security:

Employees strongly desire stability of their jobs. The workplace should offer security of employment. Layoffs and retrenchment are opposed by all categories of employees these days.

5. Autonomy and Control:

As the work has become highly monotonous today, the worker becomes more mechanical towards the machines and lacks controls on them. Walton observes, when sufficient autonomy as well as control are given to workers, who in turn will use their innate skill and abilities for developing the organization, it will lead to improvement of QWL in the organization.

1.9 Quality of WorkLife – 8 Main Criteria of QWL (Identified by Professor Walton)

Professor Walton has identified eight dimensions, which make up the quality of working life framework.

They are as follows:

(i) Adequate and Fair Compensation:

Motivation experts believe that money is still an important motive, which makes people work on the job. However, people also want to see fairness and adequacy in their pay rewards. Equal pay for equal work and pay that is linked to responsibility; skill, performance and individual accomplishment are viewed with great importance.

(ii) Safe and Healthy Working Conditions:

An organization must create working conditions that are physically and psychologically safe for its worker. The emergence of ergonomics in the 1950s has significantly improved equipment design and plant layout to enhance the physical as well as psychological comfort and safety of the workers.

(iii) Immediate Opportunity to Use and Develop Human Capacities:

An organization must be responsible for the growth and development of its workers. This involves training, skill, development, recognition and promotion. Work assignments should be made challenging enough to expand skills, abilities and knowledge. They should create a positive effect on self-esteem, autonomy, involvement and motivation.

(iv) Future Opportunity for Continued Growth and Security:

There must be employment, which provides for continual growth in job and income security. Opportunities for training and advancement should be considered.

(v) Social Integration in the Work Organization:

The work environment should provide opportunities for preserving an employee's personal identity and self-esteem through freedom for prejudice, a sense of community, interpersonal openness and the absence of satisfaction in the organization.

(vi) Constitutionalism in the Work Organization:

There should be the right to personal-privacy, free speech and equitable treatment in the work place.

(vii) Work and Total Life Space:

A person's work should not overbalance his life. Ideally, work schedules, career demand and travel requirements should not take up too much of his leisure and family life.

(viii) Social Relevance of WorkLife:

The standing of an organization in society can influence an employee's value of his work and career. Does the worker perceive the organization to be socially responsible in its products, waste disposal, marketing techniques, and employment practices and so forth.

1.10 Quality of Work Life – 14 Essential Steps:

Some of the essential steps of quality of worklife are as follows:

1. Flexibility in Work Schedule – Employees want flexibility in work schedule. There may be three aspects of flexibility, viz. flexi time – a system of flexible working hours, staggered working hours – different time intervals for beginning and end of working hours and compressed work-week – more working hours per day with lesser number of working days per week.

2. Autonomous Work Group – Creation of autonomous work group helps in creating positive feelings among employees. They may be given freedom to choose their own teams; there should be freedom of decision making regarding the choice of methods for work distribution of tasks among group members and designing of work schedules.

3. Job Enrichment – Job enrichment attempts to design a job in such a way that it becomes more interesting and challenging so that the worker makes meaning out of that. The degree of job enrichment determines the degree of QWL.

4. Opportunity for Growth – An employee, particularly the achievement oriented one, seeks growth through his work. If the work provides him opportunity for personal growth and to develop his personality, he will feel committed to the job and the organisation.

5. Providing stability of employment – Good pay and different alternative ways of providing better wages and stability of employment will help the work force to function better

6. Participation – Participation in decision making, particularly on the matters directly concerned with an individual's working, has an important bearing on his satisfaction and performance. Higher degree of participation improves the QWL and overall organisational climate.

7. Recognition – Awarding and rewarding for their achievement, job enrichment, providing well-furnished and decent work places, offering membership in

associations and in clubs, offering vacation trips etc., are the ways to recognise the employees.

8. Congenial relationship – Harmonious worker-manager relationship makes the worker have a sense of association and belongingness.

9. Grievance procedure – When the organisation allows the employees to express their grievances and represent their problems, their confidence in the management improves.

10. Occupational stress – Stress is a condition of strain on one's emotions. It adversely affects employee's productivity. The HR manager has to identify and minimise the stress.

11. Organisational health programme – These programmes educate the employees about health problems, and means to maintain and improve health. This programme should also suggest physical exercise, diet control, etc. Effective implementation of these programmes results in reduction of hospitalisation, absenteeism, excessive job turnover, disability etc.

12. Adequacy of resources – The enterprise must see that sufficient resources are allocated towards achieving the objectives of QWL.

13. Seniority and merit promotion – Seniority is to be taken for promotion for operating employees and merit is to be considered for advancement of managerial personnel. The promotional policies and activities should be fair and just for maintaining high order of QWL.

14. Communication – To make QWL effective, two-way communication is necessary. Through the downward communication employees would receive-information

about the various aspects of the organisation, instructions about job performance and other specific communication which may be relevant for them. Through upward communication, employees can share their views, grievances and how to overcome these and suggestions for improving the work performance.

1.11 Quality of Work Life – 10 Major Factors:

Several factors influence and decide the quality of worklife.

Some of these factors are described below:

1. **Attitude:**

The person who is entrusted with a particular job needs to have sufficient knowledge, required skill and expertise, enough experience, enthusiasm, energy level, willingness to learn new things, dynamism, sense of belongingness in the organization, involvement in the job, inter personnel relations, adaptability to changes in the situation, openness for innovative ideas, competitiveness, zeal, ability to work Under pressure, leadership qualities and team-spirit.

2. **Environment:**

The job may involve dealing with customers who have varied tolerance level, preferences, behavioral pattern, level of understanding; or it may involve working with dangerous machines like drilling pipes, cranes, lathe machines, welding and soldering machines, or even with animals where maximum safety precautions have to be observed which needs lot of concentration, alertness, presence of mind, quick with involuntary actions, synchronization of eyes, hands and body, sometimes high level of patience, tactful- ness, empathy and compassion and control over emotions.

3. Opportunities:

Some jobs offer opportunities for learning, research, discovery, self-development, enhancement of skills, room for innovation, public recognition, exploration, celebrity-status and loads of fame. Others are monotonous, repetitive, dull, routine, no room for improvement and in every sense boring. Naturally the former ones are interesting and very much rewarding also.

4. Nature of Job:

For example, a driller in the oil drilling unit, a diver, a fire-fighter, traffic policeman, train engine driver, construction laborers, welder, miner, lathe mechanic have to do dangerous jobs and have to be more alert in order to avoid any loss of limb, or loss of life which is irreparable; whereas a pilot, doctor, judge, journalist have to be more prudent and tactful in handling the situation; a CEO, a professor, a teacher have more responsibility and accountability but safe working environment; a cashier or a security guard cannot afford to be careless in his job as it involves loss of money, property and wealth; a politician or a public figure cannot afford to be careless for his reputation and goodwill.

Some jobs need soft skills leadership qualities, intelligence, decision making abilities, abilities to train and extract work from others; other jobs need forethought, vision and yet other jobs need motor skills, perfection and extreme carefulness

5. People:

Almost everyone has to deal with three set of people in the work place. Those are namely boss, co-workers in the same level and subordinates. Apart from this, some professions need interaction with people like patients, media persons, public, customers, thieves, robbers, physically

disabled people, mentally challenged, children, foreign delegates, gangsters, politicians, public figures and celebrities.

These situations demand high level of prudence, cool temper, tactfulness, humor, kindness, diplomacy and sensitiveness.

6. **Stress Level:**

Stress level need not be directly proportional to the compensation. Stress is of different types – mental stress/physical stress and psychological or emotional stress. A Managing Director of a company will have mental stress, a laborer will have physical stress, and a psychiatrist will have emotional stress. Mental stress and Emotional stress cause more damage than physical stress.

7. **Career Prospects:**

Every job should offer career development. That is an important factor which decides the quality of work life. Status improvement, more recognition from the management, appreciations are the motivating factors for anyone to take keen interest in his job. The work atmosphere should be conducive to achieve organizational goal as well as individual development.

It is a win-win situation for both the parties; an employee should be rewarded appropriately for his good work, extra efforts, sincerity and at the same time a lethargic and careless employee should be penalized suitably; this will motivate the former to work with more zeal and deter the latter from being so, and strive for better performance.

8. **Challenges:**

The job should offer some challenges at least to make it interesting. That enables an employee to upgrade his knowledge and skill and capabilities; whereas the monotony of the job makes a person dull, non-enthusiastic, dissatisfied, frustrating, and complacent. Challenge is the fire that keeps the innovation and thrill alive. A well-accomplished challenging job yields greater satisfaction than a monetary perk; it boosts the self-confidence also.

9. **Growth and Development:**

If an organization does not give chance for growth and personal development it is very difficult to retain the talented personnel and also to find new talent with experience and skill.

10. **Risk Involved and Reward:**

Generally reward or compensation is directly proportional to the quantum of work, man-hours, nature and extent of responsibility, accountability, delegated powers, authority of position in the organizational chart, risk involved level of expected commitment, deadlines and targets, industry, country, demand and supply of skilled manpower and even political stability and economic policies of a nation.

Although risk is involved in every job its nature and degree varies in them. All said and done, reward is a key criteria to lure a prospective worker to accept the offer.

1.12 Quality of WorkLife – Models of QWL:

Various authors and researchers have proposed models of quality of working life which include a wide range of factors.

Selected models are reviewed below:

Hackman and Oldham drew attention to what they described as psychological growth needs as relevant to the consideration of quality of working life. Several such needs were identified; skill variety, task identity, task significance, autonomy and feedback. They suggested that such needs have to be addressed if employees are to experience high quality of working life.

In contrast to such theory based models, Taylor more pragmatically identified the essential components of quality of working life as; basic extrinsic job factors of wages, hours and working conditions, and the intrinsic job notions of the nature of the work itself.

He suggested that a number of other aspects could be added, including; individual power, employee participation in the management, fairness and equity, social support, use of one's present skills, self-development, a meaningful future at work, social relevance of the work or product, effect on extra work activities. Taylor suggested that relevant quality of working life concepts may vary according to organisation and employee group.

Warr and colleagues, in an investigation of quality of working life, considered a range of apparently relevant factors, including work involvement, intrinsic job motivation, higher order need strength, perceived intrinsic job characteristics, job satisfaction, life satisfaction, happiness, and self-rated anxiety.

They discussed a range of correlations derived from their work, such as those between work involvement and job satisfaction, intrinsic job motivation and job satisfaction, and perceived intrinsic job characteristics and job satisfaction. In particular, Warr et al. found evidence for a moderate association between total job

satisfaction and total life satisfaction and happiness, with a less strong, but significant association with self-rated anxiety.

Thus, whilst some authors have emphasised the workplace aspects in quality of working life, others have identified the relevance of personality factors, psychological well-being, and broader concepts of happiness and life satisfaction.

Factors more obviously and directly affecting work have, however, served as the main focus of attention, as researchers have tried to tease out the important influences on quality of working life in the workplace.

Mirvis and Lawler suggested that quality of working life was associated with satisfaction with wages, hours and working conditions, describing the "basic elements of a good quality of work life" as; safe work environment, equitable wages, equal employment opportunities and opportunities for advancement.

Baba and Jamal listed what they described as typical indicators of quality of working life, including- job satisfaction, job involvement, work role ambiguity, work role conflict, work role overload, job stress, organisational commitment and turn-over intentions. Baba and Jamal also explored routinisation of job content, suggesting that this facet should be investigated as part of the concept of quality of working life.

Some have argued that quality of working life might vary between groups of workers. For example, Ellis and Pompli identified a number of factors contributing to job dissatisfaction and quality of working life in nurses, including – poor working environments, resident aggression, workload, unable to deliver quality of care preferred, balance of work and family, shiftwork, lack of involvement in decision making, professional isolation, lack of recognition, poor relationships with supervisor / peers, role conflict, lack of opportunity to learn new skills.

Sirgy et al. suggested that the key factors in quality of working life are – need satisfaction based on job requirements, need satisfaction based on work

environment, need satisfaction based on supervisory behaviour, need satisfaction based on ancillary programmes, organisational commitment.

They defined quality of working life as satisfaction of these key needs through resources, activities, and outcomes stemming from participation in the workplace. Maslow's needs were seen as relevant in underpinning this model, covering health and safety, economic and family, social, esteem, actualisation, knowledge and aesthetics, although the relevance of non-work aspects is play down as attention is focussed on quality of work life rather than the broader concept of quality of life.

These attempts at defining quality of working life have included theoretical approaches, lists of identified factors, correlational analyses, with opinions varying as to whether such definitions and explanations can be both global, or need to be specific to each work setting.

The distinction made between job satisfaction and dissatisfaction in quality of working life reflects the influence of job satisfaction theories. Hersberg at al., used "Hygiene factors" and "Motivator factors" to distinguish between the separate causes of job satisfaction and job dissatisfaction.

It has been suggested that Motivator factors are intrinsic to the job, that is; job content, the work itself, responsibility and advancement. The Hygiene factors or dissatisfaction-avoidance factors include aspects of the job environment such as interpersonal relationships, salary, working conditions and security. Of these latter, the most common cause of job dissatisfaction can be company policy and administration, whilst achievement can be the greatest source of extreme satisfaction.

QWL is not a unitary concept, but has been seen as incorporating a hierarchy of perspectives that not only include work-based factors such as job satisfaction, satisfaction with pay and relationships with work colleagues, but also factors that broadly reflect life satisfaction and general feelings of well-being. More recently,

work-related stress and the relationship between work and non-work life domains have also been identified as factors that should conceptually be included in QWL.

There are few recognised measures of QWL and of those that exist few have evidence of validity and reliability, that is, there is a very limited literature based on peer reviewed evaluations of available assessments. A recent statistical analysis of a new measure, the Work- Related Quality of Life scale (WRQoL), indicates that this assessment device should prove to be a useful instrument, although further evaluation would be useful.

The WRQoWL measure uses six core factors to explain most of the variation in an individual's quality of working life – job and career satisfaction; working conditions; general well-being; home-work interface; stress at work and control at work.

Regular assessment of QWL can potentially provide organisations with important information about the welfare of their employees, such as job satisfaction, general well-being, work-related stress and the homework interface.

Worrall and Cooper recently reported that a low level of well-being at work is estimated to cost about 5-10% of Gross National Product per annum, yet QWL as a theoretical construct remains relatively unexplored and unexplained within the organisational psychology research literature.

1.13 Walton Model of Quality of Work Life:

Walton model of quality of work life deals with compensation, welfare measures, development and career growth of employees, social integration in the work force, constitutionalism, work and quality of life and social relevance.

1. Compensation – Compensation package includes salary and wages, fringe benefits and welfare activities. The compensation plays a vital role in employee's satisfaction.

2. Safe and Healthy Working Conditions refer to statutory safety provisions, insurance, production and productivity, delegation of authority and reward system.

3. Opportunity to Develop Human Capacities refers to training & development of employees.

4. Opportunity for Career Growth – The employees seek career growth and they drift from a job which does not ensure career growth. Prolonged employment in the same position may cause stress to the employees.

5. Work and Quality of Life – Challenging work can influence the employees' QWL immensely. In order to motivate the employees, due importance has to be attached to job design techniques viz. job rotation, job enlargement and job enrichment.

6. Constitutionalism – Manipulative attitude, improper grievance handling and ineffective career counselling etc. temper the constitutionalism of an organisation. The absence of the constitutionalism may have adverse effect on employees. Counselling and Grievance Redressal committees are the measures to promise the maintaining of constitutionalism.

7. Social Integration in the Workforce – Freedom from prejudices, egalitarianism, upward mobility, supportive work groups, sharing of feelings and openness are required to create a progressive environment for industrial democracy.

8. Social Relevance of Work – The management of the organisation should take substantial steps for the society.

Barriers to QWL are resistance of employees to changes due to their pre-conceived notions regarding schemes, plans, tools and techniques developed by the management and lack of financial resources which prohibits implementing any HRD intervention strategies for improving quality of work life. The managements do not tend to learn to adopt "Paternalistic Approach".

Every organisation is an interdependent social and technical system. Today's organisations need to be more flexible so that they are equipped to develop their work force and enjoy their commitment. The scope of term Quality of work life is so vast; that it covers almost all areas of Human Resource Management.

QWL is gaining momentum every day. With good quality of work life, employees concentrate more on their individual and group development. The management can get their attention with their high motivation and morale which paves way for rapid and smooth human resource development.

QWL is gaining momentum every day. With good quality of work life, employees concentrate more on their individual and group development. The management can get their attention with their high motivation and morale which paves way for rapid and smooth human resource development.

Employees who are provided with good Quality of work life can concentrate more and more on their development and it ensures a congenial atmosphere between different layers of employees and management. The sustained vitality and profitability of any company is clearly linked to the satisfaction of workforce. QWL addresses the concerns of improving employee satisfaction, strengthen workforce learning and better manage the ongoing change and transition.

One of the important strategies to improve QWL is to create work rules that can help in maintaining an orderly atmosphere that is pleasant for employees to work effectively.

1.14 Quality of Work Life – 8 Major Issues:

The major issues of QWL are:

i)   Pay – Employees must be properly remunerated and equity must be maintained during reward management.

ii)   Benefits – Employer needs to look at providing benefits due, to the employees. For example, profit share, Bonus, performance incentives.

iii)   Security – Employees need to have permanent tenure which should be properly and effectively managed by the employer.

iv)   Work Schedules – Work schedules need to be prepared with the participation of employees. During preparation of these schedules, the following factors are to be considered like –

a. Flexi time (flexible working hours),

b. Shorter work weeks (five-days weeks),

c. Enriched jobs (challenging, stimulating and interesting work) and

d. Autonomous work groups (decision-making, distribution of work, selecting team members, etc., are to be done by the group itself)-

(v) Occupational Stress – Occupational stress is a matter of concern, as the individuals suffering from this cannot enjoy their work. The employees need to be assigned to the jobs suitable for them. The management must look into conditions of work, type of work, abilities of workers to perform, etc., during work allocation in order to avoid the stress at work.

(vi) Empowerment – Employees needed to be given scope to participate in the decision-making process, particularly on matters which affect their interests. More autonomy at work with a sharing approach in the process of participation helps employees to be more involved in the process.

(vii) Recognition and Social Integration – Recognizing individual and group achievements brings a sense of belongingness among employees. They involve themselves more in the process if properly treated and recognized at the workplace. The process of integration, through treatment of employees, as partners of the production system, enriches the work life.

(viii) Social Aspect of Life – The work should not negatively affect the life of workers. It should not interfere with their family life and their leisure time. Family life is equally important to the workers and needs proper care.

1.15 Quality of Work Life – Effects:

Quality of work life affects job involvement, sense of competence, job satisfaction, and job performance. A favourable quality of work life results in positive consequences of these factors. Let us see how quality of work life affects these.

Effect # 1. Job Involvement:

Job involvement indicates the extent of people's identification with, or ego involvement, in the job. Job involved people spend more time on job and turn out better performance. Challenging jobs influence employees to get involved with their jobs. Similarly, people with high need for achievement and high work ethic feel involved in jobs. These are the elements of quality of work life.

Effect # 2. Sense of Competence:

Sense of competence denotes the feelings of confidence that an individual has in his own competence. By engaging in a work that calls for a variety of skills, abilities, and talents, individuals gain mastery over their work environment leading to better feeling towards quality of work life. This leads to development of sense of competence.

Effect # 3. Job Satisfaction:

Job satisfaction is a set of favourable or unfavourable feelings with which employees view their jobs and the environment in which these are performed. Favourable feelings lead to job satisfaction while unfavourable feelings lead to job dissatisfaction. Better quality of work life makes both jobs and the environment in which these are performed favourable resulting in high job satisfaction.

Effect # 4. Productivity:

Job involvement, job satisfaction, and sense of competence affect productivity of employees. When the level of these factors is high, productivity of employees tends to be high. In the alternative case, it tends to below.

1.16 Quality of Work Life – 9 Main Advantages of QWL:

In general, the benefits of the QWL include:

1. Healthier, satisfied and productive employees;

2. Efficient, adaptive and profitable organizations;

3. More positive feelings towards one's self (greater self-esteem);

4. More positive feelings towards one's job (improved job satisfaction and involvement);

5. More positive feelings towards the organization (stronger commitment to the organization's goals);

6. Improved physical and psychological health;

7. Greater growth and development of the individual as a person and as a productive member of the organization;

8. Decreased absenteeism and turnover and fewer accidents; and

9. Higher quality and quantity of output of goods and services.

1.17 Quality of Work Life – 4 Major Disadvantages (With Some Conditions) :

Despite many advantages QWL programs also face several difficulties:

1. Both union and management open themselves to substantial risks.

2. The union may perceive joint activities as a means by which it intends to 'do them in'.

3. The management may perceive joint activities as an intention of diluting its ability to manage and a means by which the union will acquire more power.

4. The middle management may find it difficult to believe the benefits of QWL and may perceive that the management is 'becoming soft and giving in to union dominance'.

Whether initiated at the instance of the management or the union, or a third party, QWL programs have been successful in varied settings and a number of ways. Lehrer depicts certain measures that help over the difficulties of QWL programs.

These conditions are as follows:

1. Acknowledgement by both parties of 'mutuality of concerns' and specific identification of these concerns;

2. An understanding that joint activities will, in fact, be joint and supportive of the continuing integrity of both parties;

3. Acceptance of QWL concepts as the norm by the top management, by union leadership and by middle management and supervision;

4. An administrative structure to provide guidance for the QWL project activities;

5. An established charter for the QWL committee and project activities, specifying ground- rules, responsibilities, authorities, etc.;

6. A clear-cut understanding that joint ownership of the entire QWL is a reality and open acknowledgement of what each party expects to receive as benefit; and

7. A mechanism for involvement; handling substantive issues; worthwhile participation in personal terms and in influencing affairs of the organization and a provision for knowledge and skills to deal with such problems effectively.

1.18 Quality of Work Life – Approaches and Strategies to Improve QWL:

The following variables have led to the success of Quality of Work Life (QWL) programmes:

i) Flexi time – A system of flexible working hours. Flextime serves as a work-scheduling scheme allowing individual employees, within establishing limits, to control and redistribute their working hours around organizational demands.

(ii) Job Enrichment – Redesigning programmed for employee jobs to allow greater autonomy and responsibility in the performance of work tasks is required time to time.

(iii) Management by Objectives – Participation of an employee with his superior in setting employee goals that is consistent with the objectives of the organization as a whole.

(iv) Staggered Hours – A work hour arrangement of overlapping schedules of predetermined hours established for the total work force. In staggered work-hour schema, group of employee begin and end work at different intervals

(v) Socio-technical System – The physical and technological redesign of the work place for employee with human considerations of the work force.

(vi) Job Rotation – Job rotation is the programme in which employees are periodically changed the work assignments to acquire skill and knowledge to reduce monotony burden in the organizations.

(vii) Job Enlargement – The job enlargement programmed in which employees continue their present jobs, but duties are added with the intent of making the job more rewarding.

(viii) Autonomous Work Group – A form of participation in which the group of workers is given some control over decision making on production methods, distribution of tasks, recruitment of team members, selection of team leaders, work schedules so on.

(ix) Employee Participation – A programme aimed at a greater sharing of responsibility for decision-making.

1.19 Strategies for Improving Quality of Work Life :

QWL is the shared responsibility, not only of the management and workers but also of the union leaders, government officials and behavioral scientists. Hackman and Suttle outline six strategies which can be used for improving QWL in organizations.

These strategies include:

1. The development of careers and career paths,

2. Work design,

3. Organizational reward systems,

4. Design and maintenance of group and inter-group relationships,

5. Managerial practices,

CHAPTER-2

RESEARCH DESIGN

2.1 INTRODUCTION :

The success of any organization is highly dependent on how it attracts recruits, motivates, and retains its workforce. Today organizations need to be more flexible so that they are equipped to develop their workforce and enjoy their commitment. Therefore organizations required to adopt a strategy to improve the employee's quality of work life to satisfy both the organizational objectives and employee needs. Quality of work life is a term that had been used to describe the broader job-related experience an individual it has been differentiated from the broader concept of quality of work life.

This consideration of quality of working life as the greater context of various factors in the workplace. such as job satisfaction and stress may offer opportunity for more cost effective interventions. Quality of work life is the confirmation between the employees and institutions that improves the family life as well as work life of their commitment. Quality of work life and institutions commitment is an idea that concern with hierarchy of concepts that not only include work-based factors but also include life satisfaction and general feelings of well-being quality of work life looks like umbrella under which employees or workers feel fully satisfied with the work environment and develop their whole hearted cooperation and help the management to improve productivity and work environment. Quality of work life is the level of happiness those who enjoy their carrers and said to have a high quality of work life. Quality of work life is a general statement that overall areas of employees. Employee Work place performance is related to set of factors affecting workers health, habits and environment, Employees well-being a Quality of work life. Quality of work life is associated with job satisfaction, motivation, productivity, health, job security, safety and well-being.

Broadly, the concept of Quality of work life involves four aspects (1) Safe work environment (2) Occupational health care, (3) Suaitable working time (4) Appropriate salary. The safe work environment provides the basis for a person to be happy to work. The work should not pose a health hazard for the person. Work life balance of women employees has become an important subject in today's world hence it is necessary to know how the women balance professional and domestic life. In initial stages women had to a struggle a lot to establish their identity in this competitive world. This means the women should be able to have a job satisfaction and at the same time be able to grow up in his carrer when working women is able to achieve and enjoy her professional and personal life.

2.2 REVIEW OF LITERATURE :

A litrerature review is an account of what has been published on a topic by accredited scholar and researcher.

Johnsrud (2002) :

Examined empirical literature devoted to quality of work life and developed a frame work which conceptualized studies into three groups those that describe and explore differences in the quality of work life on attitudes and those that attempt to explain behavioural outcomes. The author argued that site leaders who want to increase the performance and retention of faculty and managerial staff must recognize and address the specific issues that matter to those working on their sites.

SRIVASTAVA AND ROOMA (2014):

Examined the quality of work life is a procedure in an organization which empowers its individuals at all dimensions to take an intrest effectively and adequately in forming hierarchical condition techniques and results this analysis was focused on the subjective matter of quality of work life i.e its key elements like job security, job performance, employee satisfaction etc.

BOPHELA AND GOVENDER (2015):

Examined the quality of work life on employees via employee assistance programs the study was conduct with a sample of 85 employees in public sector organization the result was utilization of EAPs balances and improves the quality of work life of employees so that they are immersed with work activities and have work satisfactory work life that is fulfilling.

RAZAK ET AL (2016) :

Inspected the quality of work life by utilizing factor analysis with goal to quantify the unwavering quality and legitimacy factors of work condition in setting of quality of work life.

DHANLAKSHMI ET AL (2019) :

Made a study on dimensions of quality of work life. A literature review in. it is understand from the study that work life policies of an organization will help in enhancing organizational cultural support for work family and personal life and empower employees to control and get on their work and care giving, which will increase work augmentation and bring about type costs of ideal workers.

2.3 TITLE OF THE STUDY:

"A study on Impact of Quality of work life among Women Employee's Job Performance with Special Reference to College Faculties".

2.4 STATEMENT OF THE PROBLEM :

Traditionally women have been looked upon as nurturers and care givers and assigned all roles related to managing a family. Nowadays women has taken positions in organizations and performing the role of carrer women as well as family women, they try to balance both their career as well as family. The study specifies the quality of work life so, the study focus on giving information regarding the following.

* What are the concepts of quality of work life?

* What are the personal attributes that impact on work related stress?

* What are factors affecting the health of faculties due to work pattern?

* What are the level of balance made between family and work life?

2.5 SCOPE OF THE STUDY :

The present study deals with the work life of women employees especially college faculties personnel in Tumakuru city. From the study the employees can identify the organization to be improved and find a way to balance their work and life for better performance .the faculties personnel can realize their multiple roles in their work and family. The suggestion given in the study will help them to perform their role effectively without affecting another role.

2.6 OBJECTIVES OF THE STUDY :

1. To understand and study the concept of quality of work life among women

2. To know about how the long working hour affect individual performance

3. To identify the level of balance made between family and work life

4. To study how personnel attributes impacts on work related stress.

2.7 CONCEPTUAL MODEL :

Having a high quality work life is crucial to any work place, its more than a desire, it is a part of over all strategic plan and critical to achieving the vision of becoming a long-term reliable and highly productive organisation. The purpose of the present study is to identify and purpose a list of few little vital factors of quality of work life for the benefit of researchers and the organisation. When an individual job demands more time, she would have less time to fulfill their family demands or roles, which not only create a conflict between two roles because of limited resources to fulfill the both roles but also impact on individual other objectives.

2.8 METHOD OF RESEARCH :

The method adopted in the study is Descriptive Method.

2.9 PERIOD OF THE STUDY :

The period of the study is four months. i.e from june to September 2023

2.10 GEOGRAPHICAL AREA OF THE STUDY :

The geographical area of the study is covered in Tumakuru city.

2.11 SOURCES OF DATA :

Primary data: Primary data is collected through questionnaire from college faculties in Tumakuru city.

Secondary data: The secondary data is collected through books and websites.

2.12 ANALYSIS OF DATA :

Analysis of data made by presenting in Tables and Graphs using data from questionnaire.

2.13 SAMPLING PLAN :

1. Sample unit:

The sample unit of the study is women faculties working in colleges in Tumakuru city.

2. Sampling techniques:

In this study the sample techniques used is convenient sampling.

3. Sampling size:

In this study, the sample size are 50 women faculties in Tumakuru city.

2.14 LIMITATIONS OF THE STUDY:

* The data collected from start in Tumakuru city.

* The study is covered only 50 respondents.

* The information is given by the respondent may be biased.

2.15 CHAPTER SCHEME:

Chapter 01: Introduction:

The chapter deals with giving the basic information is related to the subject of the study. This part is generally includes the background of the subject, it includes Quality of work life meaning, definition, scope of Quality of work life, Principles of Quality of work life, Techniques for improving Quality of work life, Objectives of Quality of work life, Elements of Quality of work life, Constituents of Quality of work life, Criteria for Quality of work life, Steps of Quality of work life, Major factors, Models of Quality of

work life, Issues of Quality of work life, Effects of Quality of work life, Advantages of Quality of work life, Disadvantages of Quality of work life, Approaches and strategies to improve Quality of work life.

Chapter 02: Research Design:

This chapter includes the research design, review of litreture, statement of the problem, objectives of the study, scope of the study methodology of the study conceptual model, and limitations of the study, the study used for research.

Chapter 03: Respondent Profile:

This chapter explain in details the pofile of the respondents in which in the research study has been conducted.

Chapter 04: Data analysis and interpretations:

This chapter explain about the analysis of researcher this data collected through design in further procedure and analysed to give the findings made in the study.

Chapter 05: Findings, conclusions and suggestions:

This chapter deals with the findings, suggestions and conclusions about the research topic.

CHAPTER – 3

RESPONDENT PROFILE

3.1: Profile of Respondents.

SL. NO	NAME OF THE EMPLOYEES	AGE	QUALIFICATION	MARITAL STATUS	NAME OF THE INSTITUTION
1	Pruthi C	26	MSC B.ED	Unmarried	Vidyavahini PU college Tumkur
2	Rashmi K	24	M.COM	Married	Vidyavahini PU college Tumkur
3	Lavanya M.R	28	M.COM, B.ED	Unmarried	Vidyavahini PU college Tumkur
4	Kavya	26	M.COM	Unmarried	Vidyavahini PU college Tumkur
5	Manasa	34	M.SC, B.ED	Married	Vidyavahini PU college Tumkur
6	Rashmi G	29	M.COM	Married	Vidyavahini PU college Tumkur
7	Yogitha U	26	B.E, MTech	Unmarried	Vidyavahini PU college Tumkur
8	Shruthi	28	M.COM	Married	Sri Renukavidyapeeta PU college Tumkur
9	Roopa N.C	37	B.ED	Married	Sri RenukaVidyapeeta PU college Tumkur

10	Mr Bharathi	45	MA in Kannada	Married	Sri RenukaVidyapeeta PU college Tumkur
11	Jeevanraj M.B	30	M.SC.B.ED	Married	Sri RenukaVidyapeeta PU college Tumkur
12	Chaitra G	32	B.E in computer science	Married	Sri RenukaVidyapeete PU college Tumkur
13	Suma T.V	34	MA In English	Unmarried	SreeRenukaVidyapeeta PU college Tumkur
14	Aishwarya A.M	25	M.SC	Unmarried	Sree Siddaganga PU college womensTumkur
15	Bindushree K.S	27	M.COM	Married	Sree Siddaganga PU college womensTumkur
16	Dr.Nalina N	47	M.A Phd	Married	Sree Siddaganga PU college womensTumkur
17	Dr T.R Hemavathi	45	M.A Phd	Married	Sree Siddaganga PU college womensTumkur
18	Dr Shakuntala C.V	52	M.A Phd	Married	Sree Siddaganga PU college womensTumkur
19	Thanuja B	25	M.SC B.ED	Unmarried	Sree Siddaganga PU college womensTumkur

20	Lalitha T.V	31	M.SC B.ED	Married	Sree Siddaganga PU college womensTumkur
21	Usha	32	M.SC B.ED	Married	Sree Siddaganga college womensTumkur
22	Sushma M	25	M.SC	Unmarried	Sree Siddaganga PU college womensTumkur
23	Prabha T.S	33	M.COM	Married	Ananya institute of commerce & Management Tumkur
24	Ananthalakshmi R	35	MA	Married	Ananya institute of commerce & Management Tumkur
25	Devaki Prasad	40	M.COM M.phil	Married	Ananya institute of commerce & Management Tumkur
26	Srivalli K.L	35	MA English	Married	Sree Siddaganga college of Arts,Science& Commerce Tumkur
27	Indushree M	29	M.Tech	Unmarried	Sree Siddaganga college of Arts,Science& Commerce Tumkur
28	Shilpa D.M	24	M.SC Computer science	Unmarried	Sree Siddaganga college of Arts,Science& Commerce Tumkur

29	Harshita M.V	24	MCA	Unmarried	Sree Siddaganga college of Arts,Science& Commerce Tumkur
30	SirusalaSreelekha	33	MCA	Married	Sree Siddaganga college of Arts,Science& Commerce Tumkur
31	Shwetha G.K	29	M.COM, KSET,MSW	Unmarried	Sri Siddhartha institute of Business Management Tumkur
32	Banupriya K.R	27	M.COM	Unmarried	Sri Siddhartha institute of Business Management Tumkur
33	Shalika H.S	36	MBA,M,phil	Married	Sri Siddhartha institute of Business Management Tumkur
34	Nayana S Patel	25	MCA	Unmarried	Sri Siddhartha institute of Business Management Tumkur
35	Dr.Rajeshwari P	43	B.E,MBA,phd	Married	Sri Siddhartha institute of Management Studies Tumkur
36	Dr.Shobha B.H	42	MBA,phd	Married	Sri Siddhartha institute of Management Studies Tumkur
37	Smitha S	34	MBA	Married	Sri Siddhartha institute of

					Management Studies Tumkur
38	Dayamalauba G A	29	M.COM,PGDFMP	Married	Sri Siddhartha institute of Business Management Tumkur
39	Lakshmi	30	M.COM,PGDHRM	Married	Sri Siddhartha institute of Business Management Tumkur
40	Laksmi D.R	30	MCA	Married	Sri Siddhartha institute of Business Management Tumkur
41	Thriveni S.A	24	M.SC in zoology	Unmarried	Prerana PU college Tumkur
42	Ms. Usha G.N	33	MA,B.ED	Unmarried	Prerana PU college Tumkur
43	Mamatha M	40	MA,B.ED	Married	Sree Siddaganga PU college Tumkur
44	Yashodamma A	39	MA,B.ED,M.phil	Married	Sree Siddaganga PU college Tumkur
45	Sumangala V	42	M.SC,M.phil	Married	Sree Siddaganga PU college Tumkur
46	Meenalakshmi	30	MA,B.ED	Married	Empress girls PU college Tumkur
47	Vanajakshi	39	MA,B.ED,M.phil	Married	Empress girls PU college Tumkur
48	Bhavya J	37	M.COM,B.ED	Married	Empress girls PU college Tumkur
49	BI BIFathimasuman	26	MA,B.ED	Married	Empress girls PU college Tumkur

| 50 | Chaya Shashikiran K.L | 28 | M.SC | Married | Oxford Jain PU college Tumkur |

APTER - 4

DATA ANALYSIS AND INTERPRETATION

Table 4.1 : Satisfaction in Teaching Field

Sl NO	Particulars	No of Respondents	Percentage (%)
1	Yes	50	100
2	No	0	00
	Total	**50**	**100**

Source : Questionnaire

Inference :

Table 4.1 Shows the Satisfaction in teaching field among the Respondents. All 50 Respondents are satisfied in Teaching field.

Graph 4.1 : Satisfaction in Teaching Field
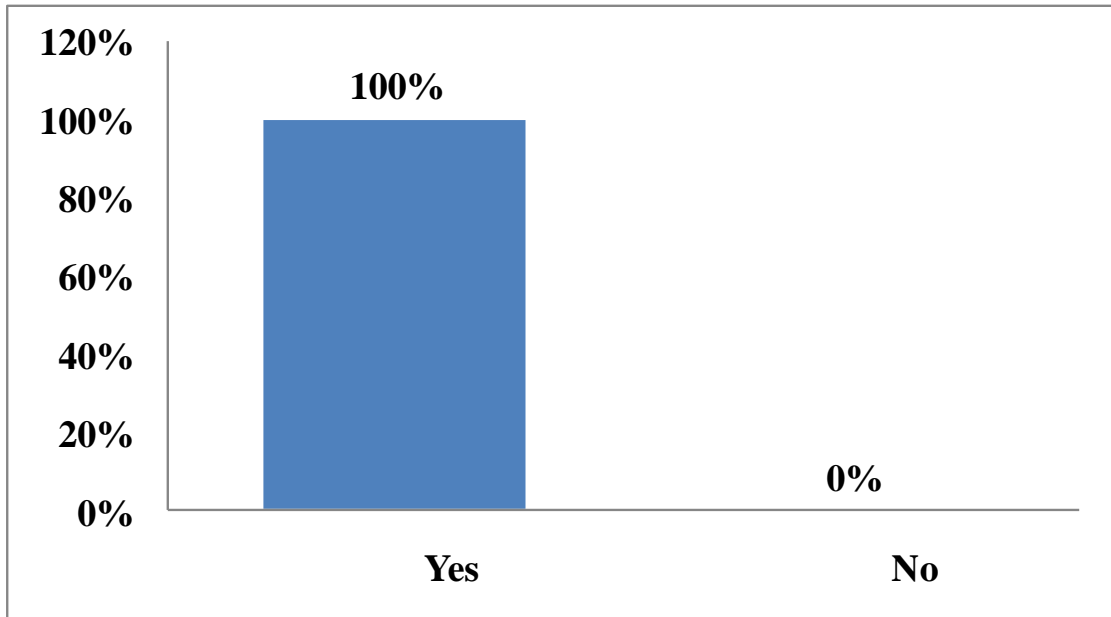
Source : Questionnaire

Table 4.2 : Experience of Current Working job

Sl No	Particulars	No of Respondent	Percentage (%)
1	Less than one year	01	2
2	1-2 years	11	22
3	More than two years	12	24
4	Many years	26	52
	Total	**50**	**100**

Source : Questionnaire

Inference :

In the above table, the only one Respondents Experience is less than 1 year , 11
Respondents have 1-2 years of Experience, 12 Respondents have more than 2 years,
and 26 Respondents are of many years experience.

Graph 4.2 : Experience of current Working job
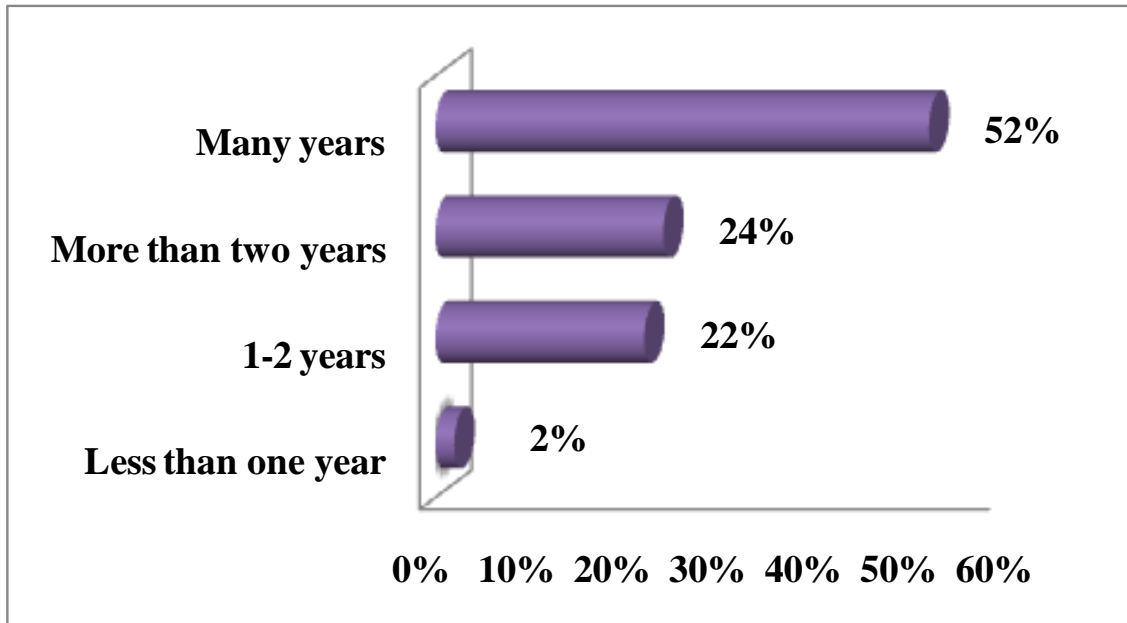
Source: Questionnaire

Table 4.3 : Comfortable of Working Schedule.

Sl No	Particulars	No of Respondents	Percentage (%)
1	Day	47	94
2	Night	03	06
3	Split	0	00
4	Irregular	0	00
	Total	**50**	**100**

Source : Questionnaire

Inference :

Table 4.3 Shows the Comfortableness of Working Schedule among Respondents. 47
Respondents are Comfortable in day shift and 3 Respondents are Comfortable in night
Shift.

Graph 4.3 : Comfortable of Working Schedule
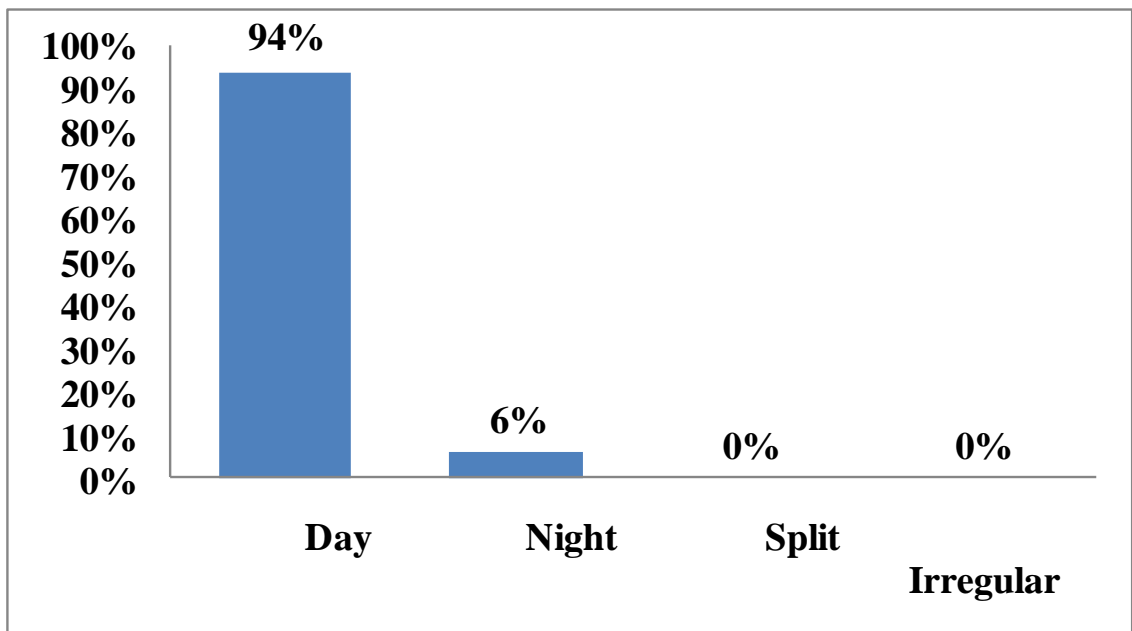
Source : Questionnaire

Table 4.4 : Working Hours is Mandatory

Sl No	Particulars	No of Respondents	Percentage (%)
1	Yes	36	72
2	No	14	28
	Total	**50**	**100**

Source : Questionnaire

Inference :

Table 4.4 Shows   the opinion on Mandatory Working hours for Faculties. 36 Respondents are opinion that they have Mandatory in Working Hours and 14 Respondents says there is no Mandatory Working hours.

Graph : 4.4 : Working Hours is Mandatory
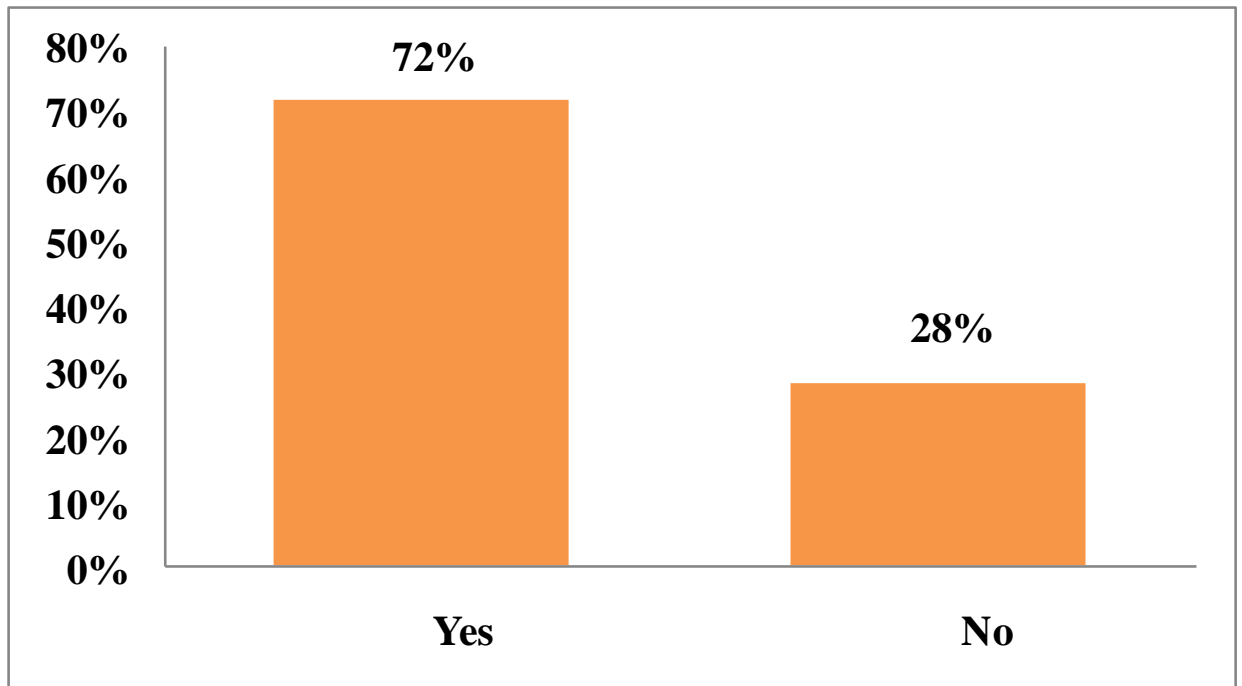
Source : Questionnaire

Table 4.5: Opinion on Taking Care of Personal or Family Matters

Sl No	Particulars	No of Respondents	Percentage (%)
1	Not hard	11	22
2	Not too hard	30	60
3	Some what hard	09	18
4	Very hard	0	00
	Total	**50**	**100**

Source : Questionnaire

Inference :

 Table 4.5 Shows that the opinion on to Take care about Personal Matters are hard for Faculties during Working hours. 30 Respondents says not too hard, 11 Respondents says not feel hard and 9 Respondents are says Some What hard.

Graph 4.5 : Opinion on Taking Care of Personal or Family Matters
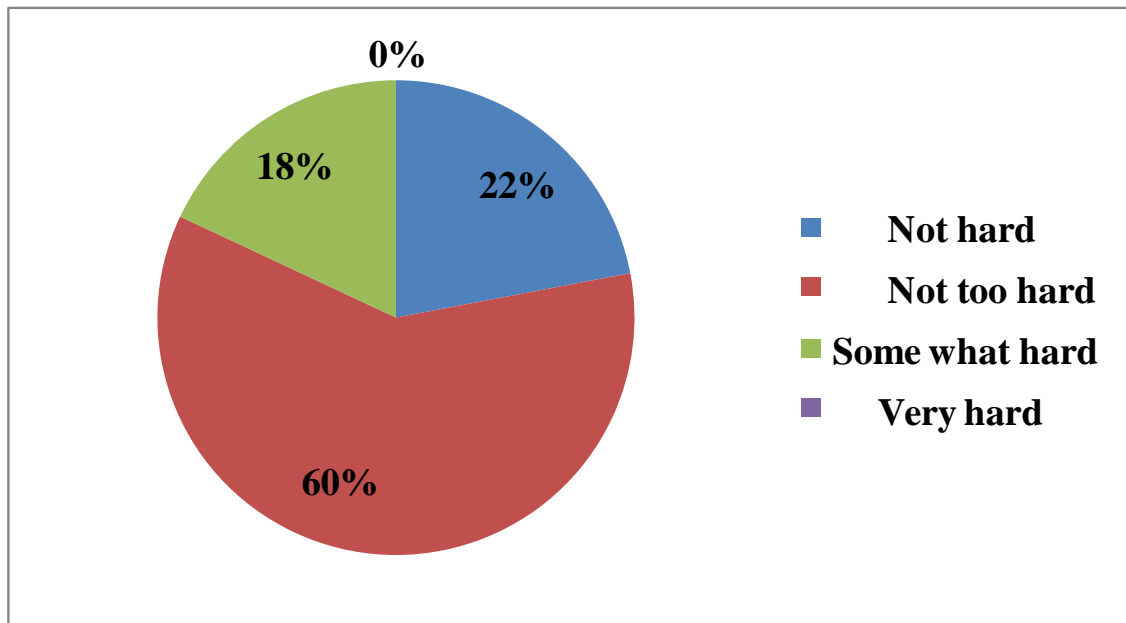
Source : Questionnaire

Table 4.6 : Satisfaction level of salary

Sl No	Particulars	No of Respondents	Percentage (%)
1	Yes	19	38
2	No	31	62
	Total	**50**	**100**

Source : Questionnaire

Inference

Table 4.6 Shows the satisfaction level about their salary . 31 Respondents are not Satisfied with the salary and 19 Respondents are satisfied in Salary to meet.

Graph :4.6 Satisfaction level of salary
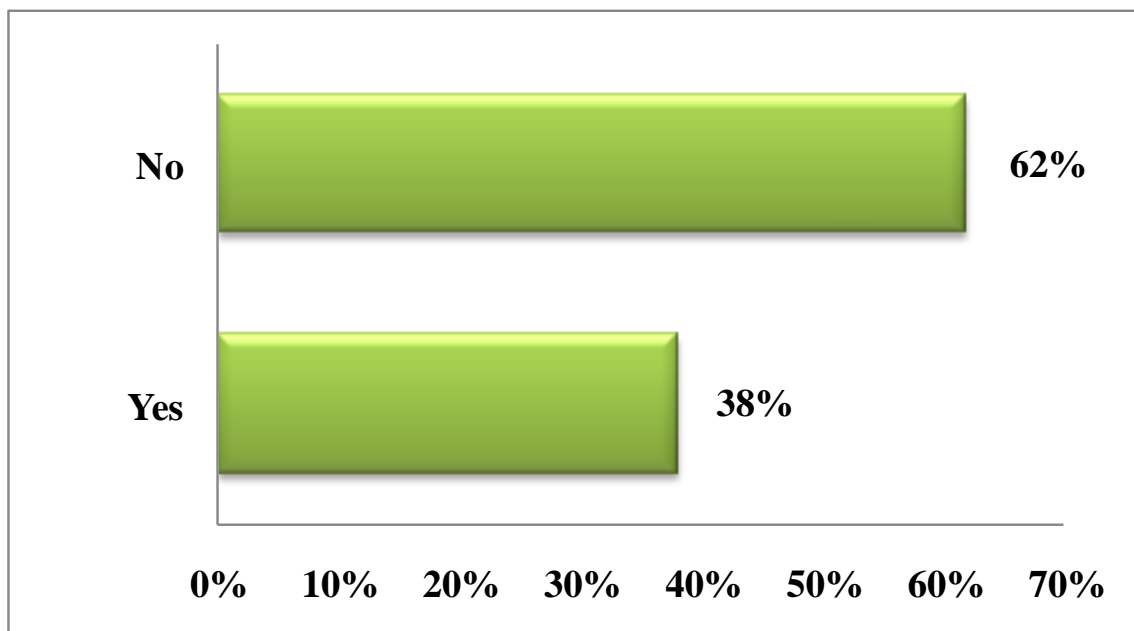
Source : Questionnaire

Table 4.7 : other Sources of Income

Sl No	Particulars	No of Respondents	Percentage (%)
1	Yes	06	12
2	No	44	88
	Total	**50**	**100**

Source : Questionnaire

Inference :

Table 4.7 Shows that the any Other Sources of Income for Faculties. 44 Respondents are not having any other Sources of income and 6 Respondents get a another Sources of Income.

Graph : 4.7 Other Sources of Income
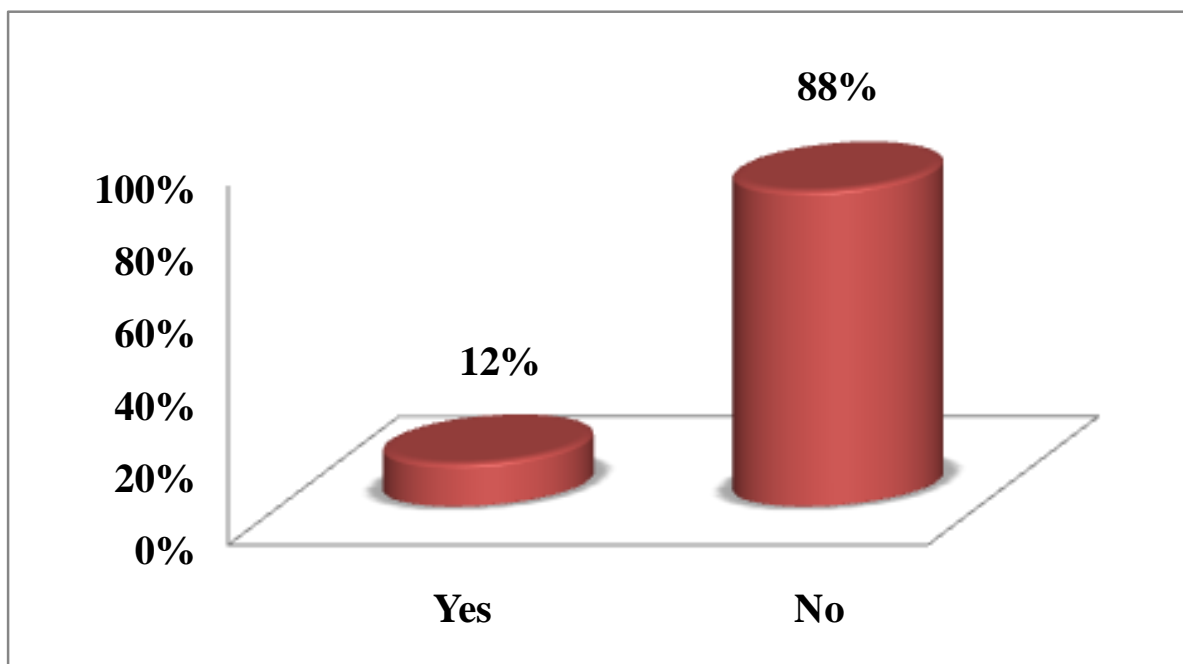
Source : Questionnaire

Table 4.8 : Opinion on Safety and Healthy Environment in Work Place

Sl No	Particulars	No of Respondents	Percentage (%)
1	Strongly agree	16	32
2	Agree	34	68
3	Disagree	0	0
4	Strongly Disgree	0	0
	Total	**50**	**100**

Source : Questionnaire

Inference :

Table 4.8 Shows opinion on the safety and healthy environment in work place. 34
Respondents are agreed to good, 16 Respondents Strongly agree are Health and Safety
a good in Work place and foe remaining 2 no one responded are express their opinion.

Graph 4.8 : Opinion on Safety and Healthy Environment in Work place
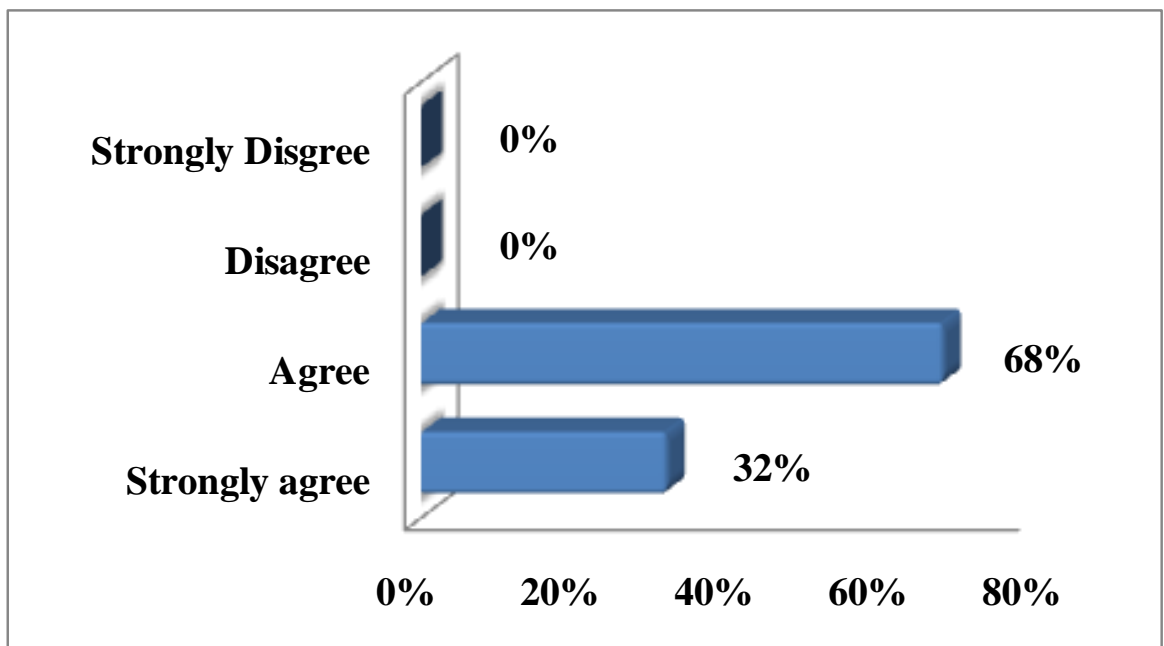
Source : Questionnaire

Table 4.9 : Normal Woking Hours a Day

Sl No	Particulars	No of Respondents	Percentage (%)
1	7-8 hours	40	80
2	8-9 hours	7	14
3	9-10 hours	3	6
4	10-11 hours	0	0
	Total	**50**	**100**

Source : Questionnaire

Inference :

The above table represent facilities working hours a day. (40 members work 7-8 hours
a day 7 members are work in 8-9 hours and 3 members work in 9-10 hours in a day.
And remaining 10-11 hours no one respondent to work.

Graph 4.9 : Normal Working Hours a Day
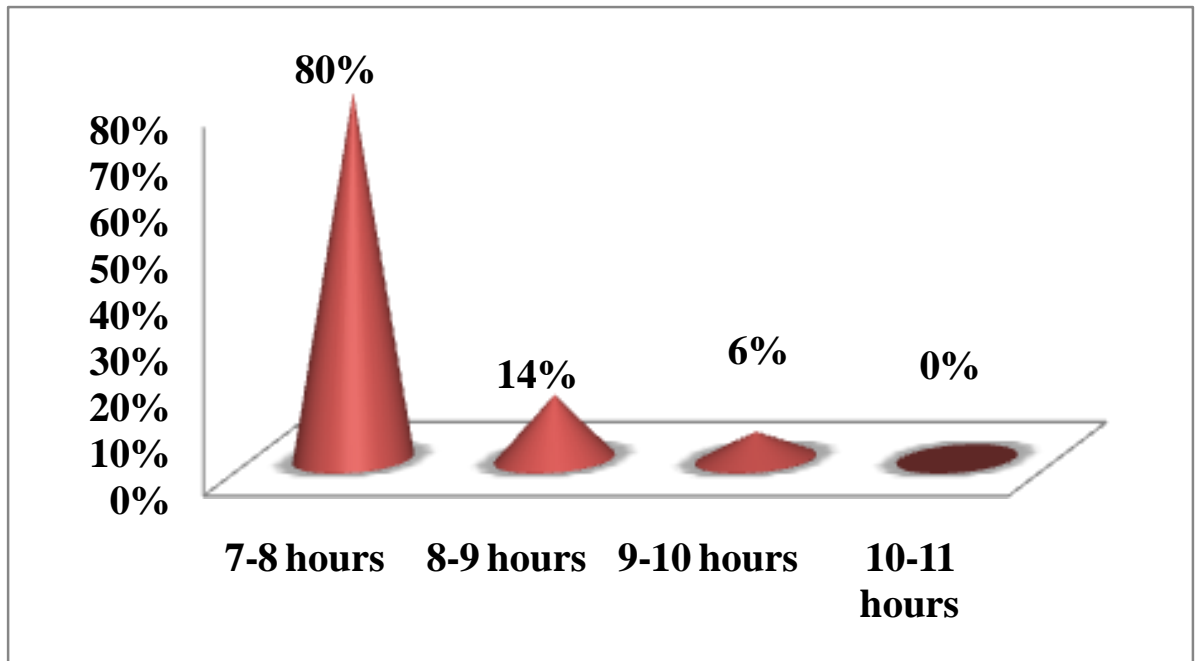
Source : Questionnaire

TABLE 4.10 : Opinion on Balancing of work life

Sl.no	Particulars	No of Respondents	Percentage (%)
1	Yes	49	98
2	No	1	2
	Total	**50**	**100**

Source : Questionnaire

Inference :

Table 4.10 In the study of 49 respondents are able to balance their work life and remain 1 respondent are not able to balance their work life. It shows that balancing of work life. It shows that balancing of work life is able to balance by majority of the respondent.

Graph 4.10 : Opinion on Balancing Work life
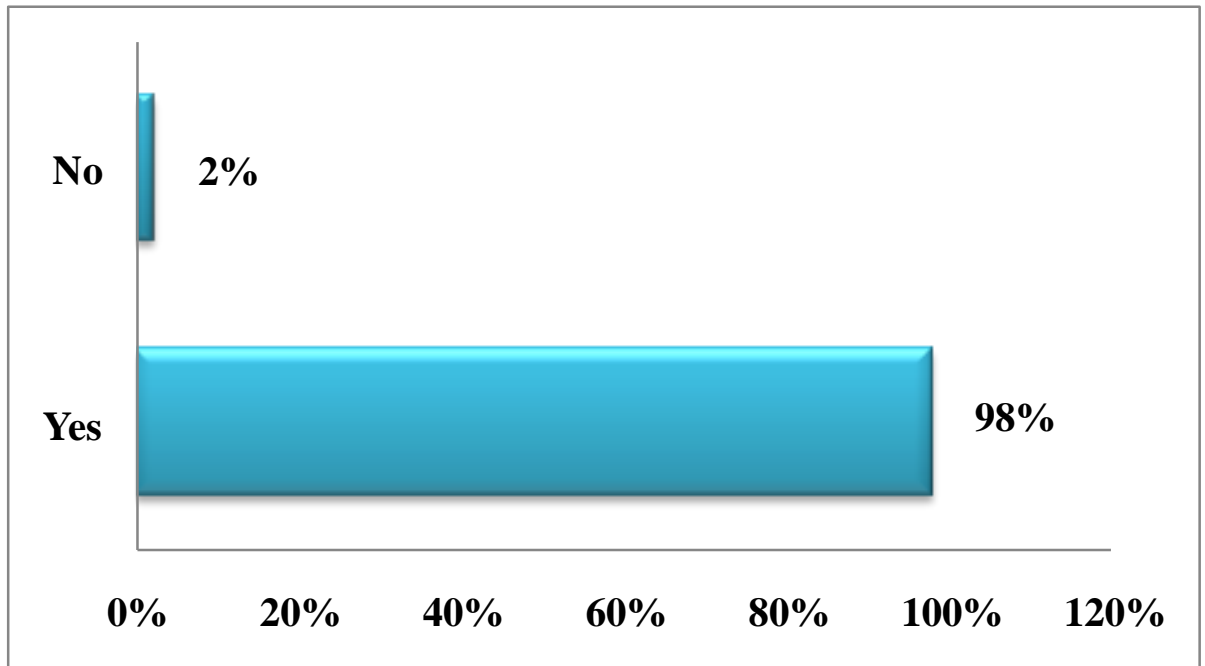
Source : Questionnaire

TABLE 4.11 : Feeling About Amount of Time Spend in Work

Sl.no	Particulars	No of Respondents	Percentage (%)
1	Very unhappy	0	0
2	Very happy	20	40
3	Happy	25	50
4	unhappy	5	10
	Total	**50**	**100**

Sources : Questionnaire

INFERENCE:

Table 4.11 shows the amount of time spend on work 25 respondents are happy to spend on work. 20 respondents are very happy and 5 respondents are unhappy to spend at work. More then respondents are happy to spend work time.

Graph 4.11 : Feeling About Amount of Time Spend in Work
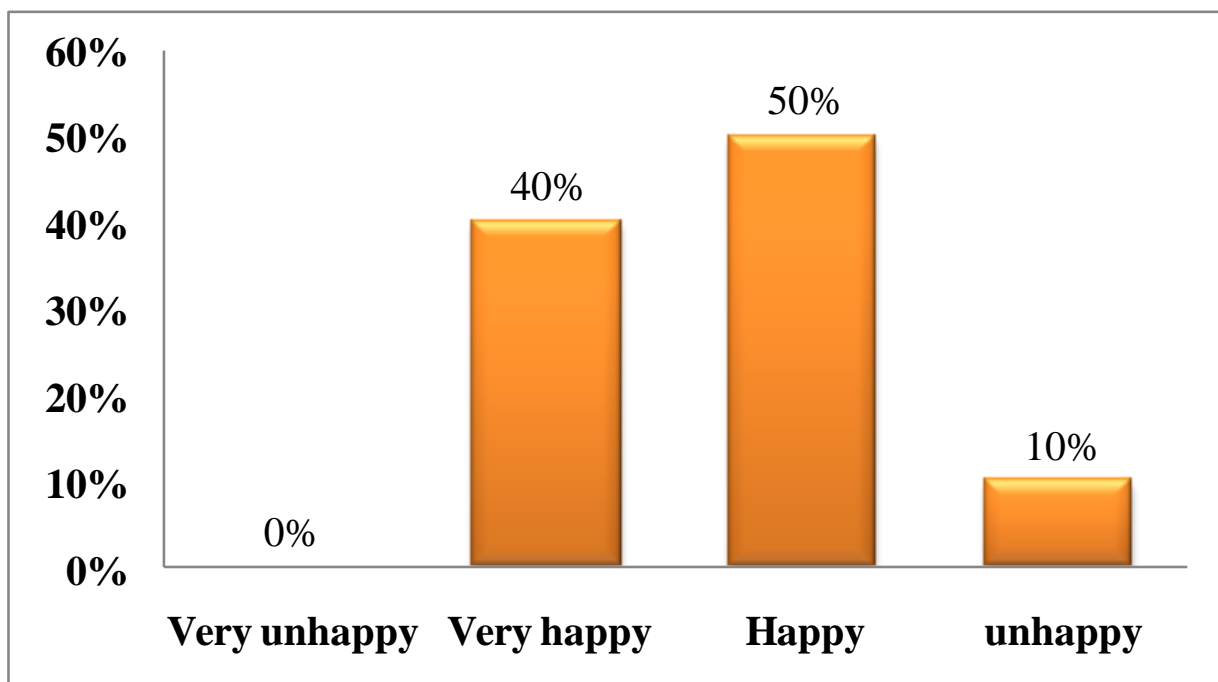
Source : Questionnaire

TABLE 4.12 : Elements to motivate workers

Sl.no	Particulars	No of Respondents	Percentage (%)
1	Personal satisfaction	36	72
2	Financial satisfaction	5	10
3	Support satisfaction	6	12
4	Utility satisfaction	3	6
	Total	**50**	**100**

Sources: Questionnaire

INFERENCE:

Table 4.12 the above table it shows that 72% of respondents are motivated by the
personal satisfaction 10% respondents are motivated by the financial satisfaction .12%
respondents are support support satisfaction and 6% respondents motivate are utility
satisfaction , here .it can majority of the respondents are motivated by personal
satisfaction.

Graph 4.12 : Elements to Motivate Workers
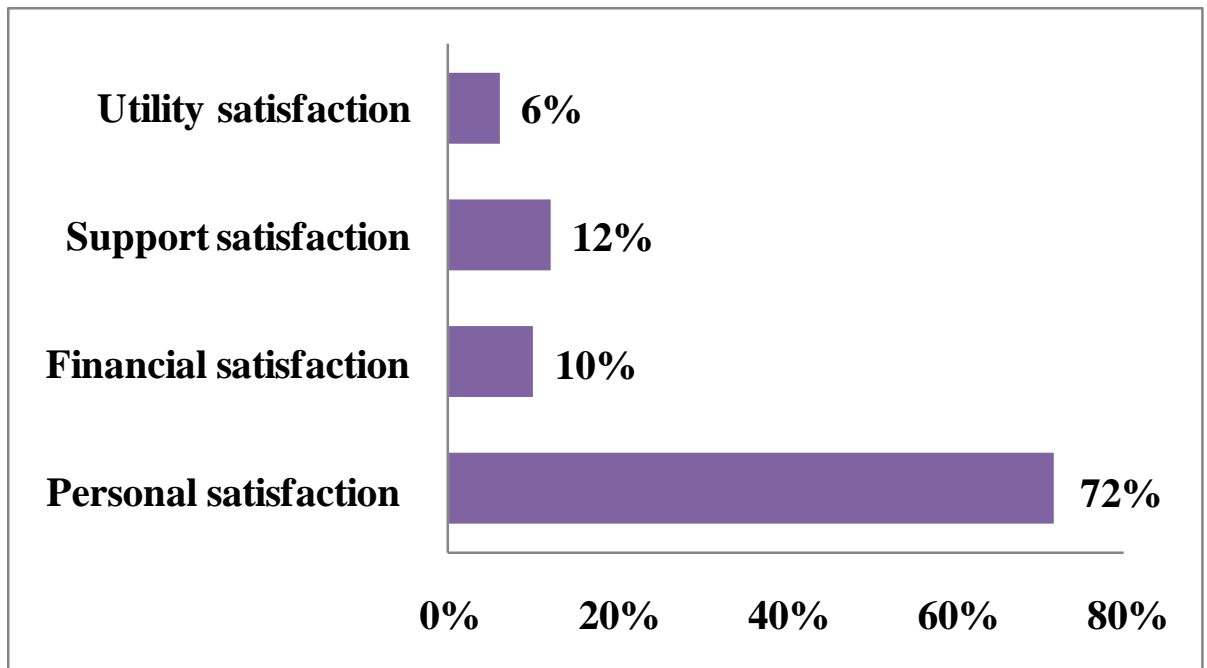
Source : Questionnaire

TABLE 4.13 : Customization of individual needs for work life

Sl.no	Particulars	No of Respondents	Percentage (%)
1	Strongly agree	9	18
2	Agree	37	74
3	Disagree	4	8
4	Strongly disagree	0	0
	Total	**50**	**100**

Sources: Questionnaire

INFERENCE:

Table 4.13 shows the customized of individually needs in life balance. 37 respondents are agreed to balance work life. And 9 are strongly agreed. And remaining 4 respondents are disagree to balance work life in individually needs.

Graph 4.13 : Customization of individual needs for work life
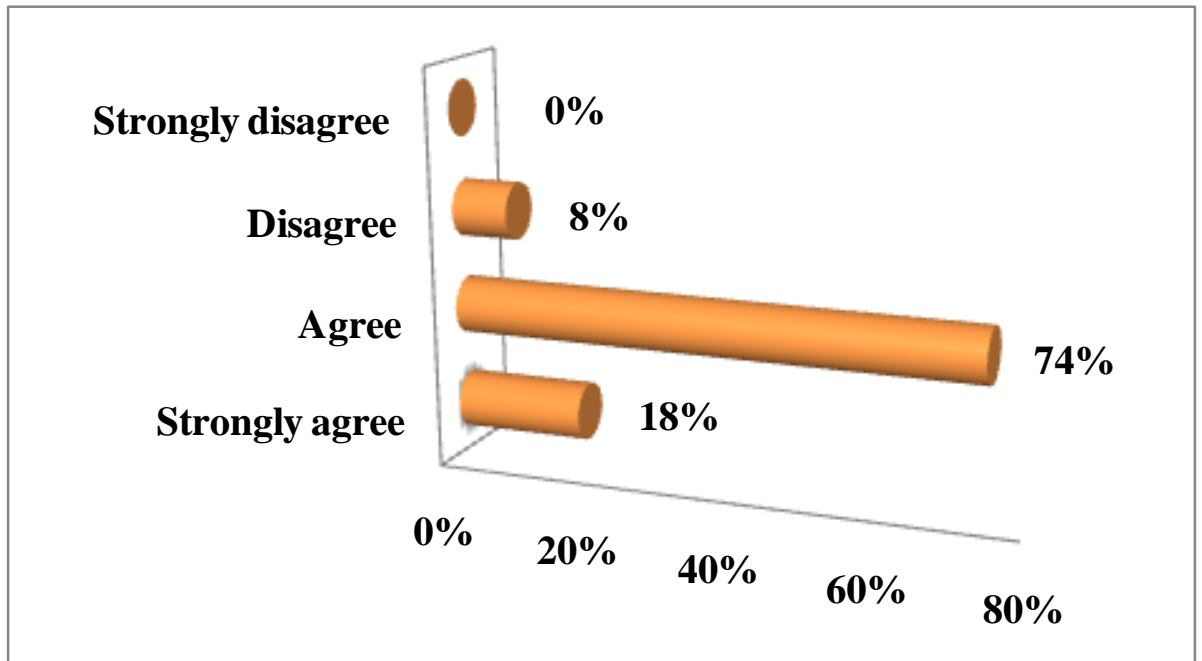
Source : Questionnaire

TABLE 4.14 : Stress level in work time

Sl.no.	Particulars	No of Respondents	Percentage (%)
1	Always	0	00
2	Sometimes	32	64
3	Often	9	18
4	Never	9	18
	Total	**50**	**100**

Sources: Questionnaire

INFERENCE:

Table 4. 14 shows the 32 respondents are sometimes in stress in working time. 9 respondents are stress in often and remaining 9 respondents are never stress in work time.

Graph 4.14 : Stress level in work time
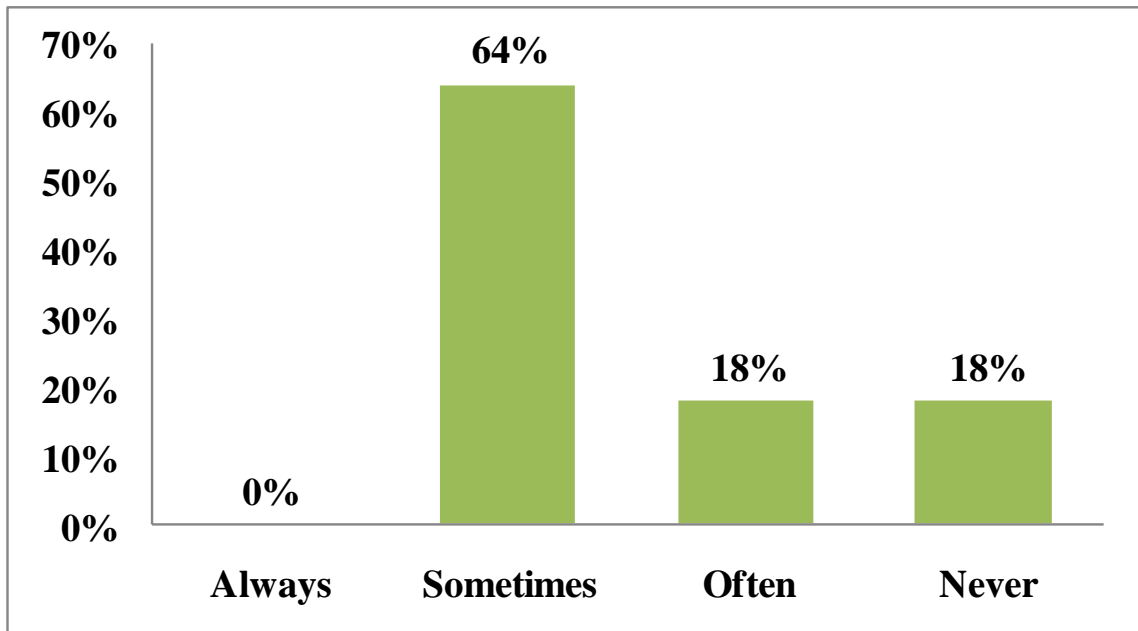
Source : Questionnaire

TABLE 4.15 :Posibilities to develop abilities

Sl.no	Particulars	No of Respondents	Percentage (%)
1	Yes	46	92
2	No	4	8
	Total	**50**	**100**

Source : Questionnaire

INFERENCE:

Table 4.15 shows that opportunity to developing a abilities 46 respondents are feel to develop his own ability and 4 respondents are not feeling to developing a abilities.

Graph 4.15 : Possibilities to develop abilities
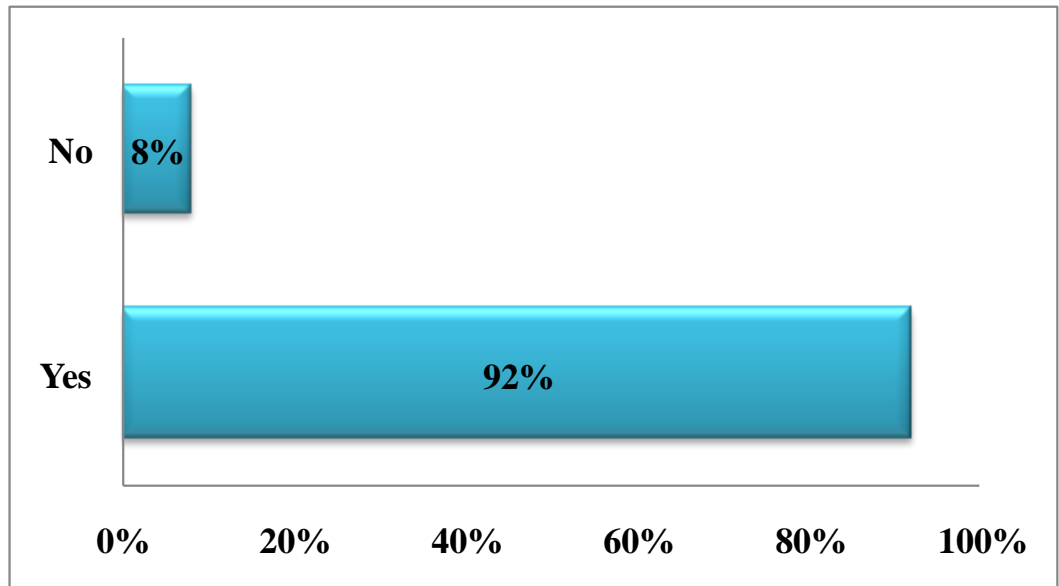
Source : Questionnaire

TABLE 4.16 : Work life effect about institution

Sl.no	Particulars	No of Respondents	Percentage (%)
1	Yes	44	88
2	No	06	12
	Total	**50**	**100**

Source : Questionnaire

INFERENCE:

Table 4. 16 shows that 44 respondents are not agree to effect work life on institution and 6 respondents are agree to effect institution.

Graph 4.16 : Work life effect about institution
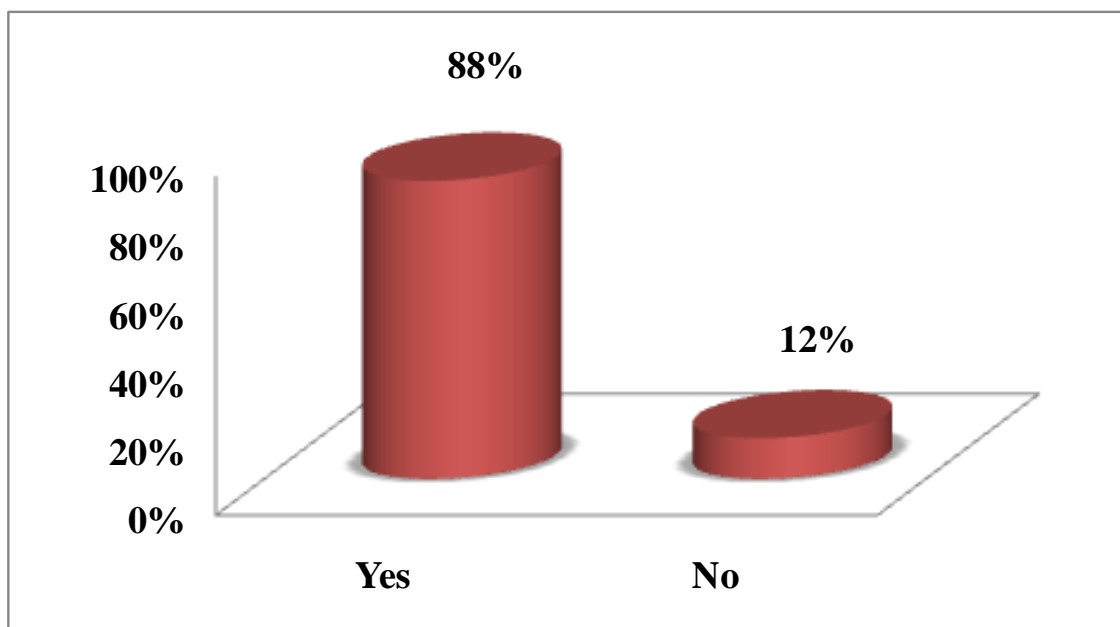
Source : Questionnaire

TABLE 4.17 : Job interfere with family life

Sl.no	Particulars	No of Respondents	Percentage (%)
1	Often	08	16
2	Sometimes	20	40
3	Rarely	14	28
4	Never	08	16
	Total	**50**	**100**

Source : Questionnaire

INFERENCE:

Table 4.17 showing 20 respondents are respond sometimes interfere job with family life. 14 respondents are interfere are rarely and remaining often and never both 16 respondents interfere

.**Table 4.17 : Job Interfere With Family life**
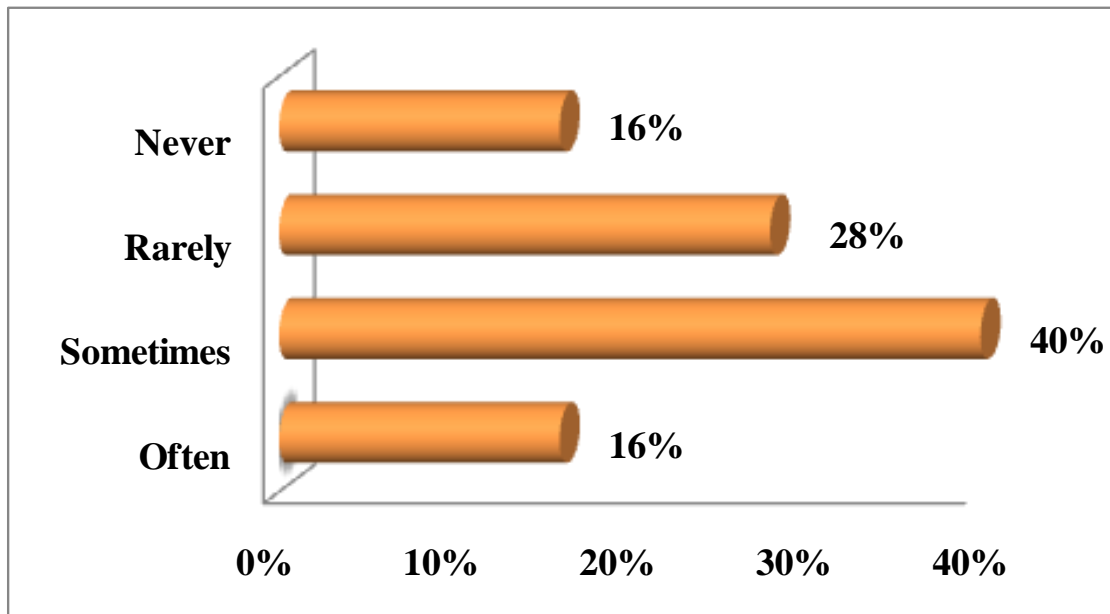
Source : Questionnaire

TABLE 4.18 : Satisfaction of work life

Sl .no	Particulars	No of Respondents	Percentage (%)
1	Strongly agree	00	00
2	Agree	33	66
3	Disagree	02	04
4	Strongly disagree	15	30
	total	50	100

Sources : Questionnaire

INFERENCE:

Table 4.18 the above table. It shows the 33 respondents are satisfied of work life. 15 respondents are strongly agree. And 2 respondents are not satisfaction of work life and remaining 15 respondents are strongly disagree in work life.

Graph 4.18 : Satisfaction of Work Life
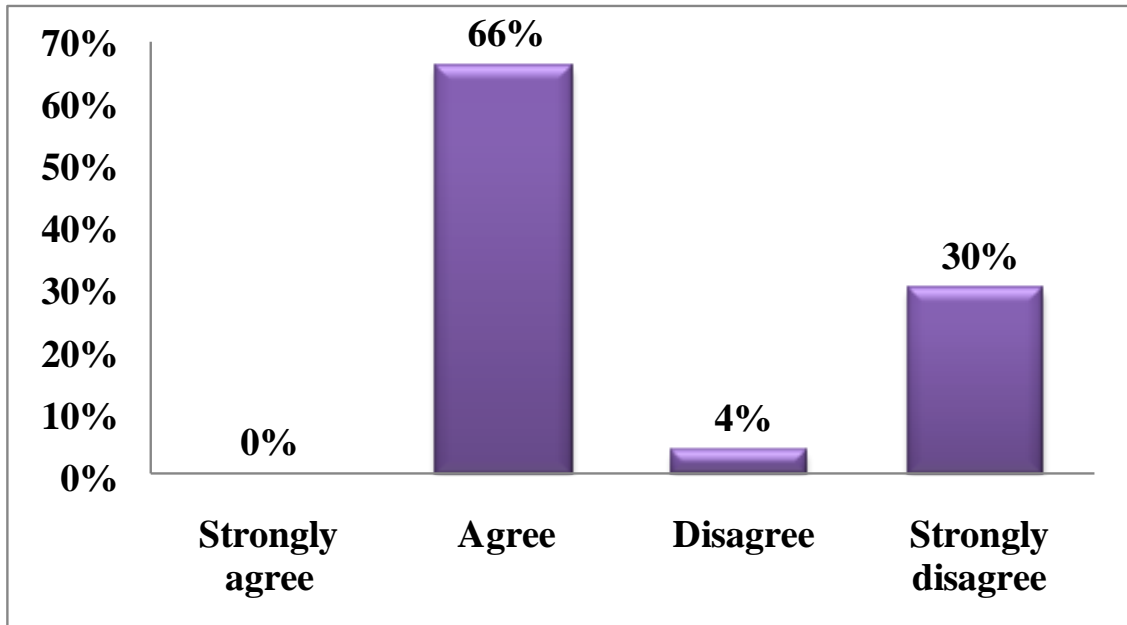
Source : Questionnaire

CHAPTER-5

SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 SUMMARY OF FINDINDGS :

5.1 All Respondents are satisfied in Teaching field.

5.2 Majority of the Respondents are having work experience for many years.

5.3 94% of the Respondents are comfortable of day in shift working schedule.

5.4 Majority of faculties have mandatory working hours.

5.5 By this feedback we can clearly see that most of the Respondents are not very hard to care about family or personnel matters in work hours.

5.6 The level if satisfaction of salary to meet their employees is low i.e 62% of the employees are not happy with their salaries.

5.7 There is no other sources of income.

5.8 The 60% of the Respondents are agree that environment of the institutions are good and safety.

5.9 Majority of the Respondents will work 7-8 hours in a day.

5.10 98% of the Respondents are able to balance their working life.

5.11 In this survey majority of the Respondents says that the time spent at work will make them feel happy.

5.12 It is found that the faculties are motivated to work in personal satisfaction.

5.13 The Faculties are agreed to the institutions should be customized in individual needs.

5.14 In this study 64% Respondents says sometimes they are stressed in work.

5.15 The support from the institutions to the faculties to develop own abilities are satisfying.

5.16 IF Faculties are good in work life it effects 88% of the institution.

5.17 Sometimes Majority of the respondents that only job will interfere with family life.

5.18 Faculties working were more likely to feel satisfied with work life.

5.2 CONCLUSION:

Based on the above discussion it is concluded that, there is a positive significant relationship between job satisfaction and quality of work life of women faculties. Also the study reveals that working environment has more impact on the quality of work life than pay job security aspects. If women college faculties are happy with the factors such as attention pay to the opinion, responsibility, recognition and attention paid to their suggestions, they experience better quality of work life. So educational institutions need to concentrate more on better conditions to increase the quality of work life of working women faculties. The present study was limited to the population of the working women faculties.

5.3 SUGGESTIONS:

❖ Flexible work hours to allow women faculty members to balance their professional and personal commitments more effectively.

❖ Establish mentorship programmes that pair experienced faculty members with new comers, providing guidance, advice and support system to navigate challenges.

❖ Offer workshops, seminars, and conference focused on professional growth and skill enhancement, tailored to the needs and aspirations of women faculty.

❖ Ensure equitable distribution of workloads among faculty members, taking into consideration individual strengths, expertise, and avoiding gender biases.

❖ Create a conductive work environment by addressing physical infrastructure, safety concerns, and providing access to counselling or mental health resources.

❖ Introduce policies such as flexible leave options, and on campus child care facilities to support women faculty in achieving a healthy work life balance.

❖ Recognize and appreciate the contributions of women faculty through regular feedback, acknowledgement of achievements, and opportunities for professional growth.

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ANNEXURE

Questionnaire

Dear sir /madam

I am Indraja T S 2nd year m.com in Shree Siddaganga College of ARTS SCIENCE AND COMMERCE , BH road Tumkur I am doing a desertation under the guidance of assistant professor NAVYA S MURTHY on "A study on impact of creative accounting among manufacturing concern in tumakuru''

So I here by requesting you to spare a few minutes of your valuable time in filling the Questionnaire & help me in my successful completion's of my dissertation the information

Is collected from you will be used only for academic purpose

Thanking you   **yours sincerely**

                                                                 INDRAJA T S

PART - 1

GENERAL INFORMATION :-

1. **Name of Mother :** _____

2. **Mother's age :** _____

3. **Number of Children :** _____

4. **Mother's Occupation :** _____

5. **Area of Locality :** _____
   CONCEPT BASED QUESTIONS :-

1. Do you aware of different baby products available in market ?

    a. Yes [ ]   b. No [ ]

2. Which baby products do you prefer to purchase ?

    a. Himalaya Baby Product [ ]   b. Mama Earth [ ]

    c. Johnson & Johnson   [ ]   d. Mother Care [ ]

3. Where do you make Shopping?

    a. Local Stores   [ ]   b. Super market [ ]

    c. Shopping Malls [ ]   d. Online   [ ]

4. From where you got to Know about Baby Products.

    a. Advertisement   [ ]   b. Social Media [ ]

    c. Word of Mouth [ ]   d. Others   [ ]

5. What are the factors influencing on purchases of baby products ?

    a. Branding [ ]   b. Quality   [ ]

    c. Pricing   [ ]   d. Harmless is greatest [ ]

6. Does brands have major impact on decision making process ?

    a. Agree [ ]   b. Disagree [ ]

7. Do you believe that Himalaya Baby Product are more preferable baby products ?

a. Yes [ ]   b. No   [ ]

8. What are the reasons for choosing Himalaya Baby Products over other?

    a. Natural Ingredients   [   ]
    b. Baby Specific Products   [   ]
    c. Trusted Brand   [   ]
    d. Affordable   [   ]

9. Which baby product you purchase in Himalaya Company?

    a. Himalaya Rashes cream   [   ]
    b. Himalaya Baby Soap, Powder, Cream   [   ]
    c. Himalaya Baby Massage Oil   [   ]
    d. Himalaya Baby Lotion   [   ]

10. How do you rate the cream and powder product of Himalaya Company?

    a. Good [ ]   b. Better   [   ]

    c. Best   [ ]   d. Improvable   [   ]

11. Do brand Influence you purchasing ?

    a. Always   [   ]   b. Sometimes [   ]

                c. Never [   ]

12. How often you Shope Himalaya Baby Products ?

    a.   Daily   [   ]   b. Weekly   [   ]

c. Monthly [ ]   d. Yearly   [ ]

13. **Why do you want to use Himalaya Products again ?**

a.   Branded [ ]   b. Quality   [ ]

c. Price   [ ]   d. Other   [ ]

14. **How would you rate the overall quality of Himalaya Baby Product on a scale of 1 to 5 ?**

a.   1 [ ]   b.   2   [ ]

c.   3 [ ]   d.   4 [ ]

e. 5 [ ]

15. **Which of the following words would you associate with Himalaya Baby Product ?**

a.   Safe   [ ]   b. Natural   [ ]

c. Effective [ ]   d. Trustworthy [ ]

16. **you satisfied with the range of products offered by Himalaya Compared to Other ?**

a.   Yes [ ]   b. No [ ]

17. **Have you ever faced any issue while using Himalaya Baby Product ?**

a. Yes   [   ]   b. No   [   ]

18. Please name the brand you have tried other then Himalaya Baby
    Products?

    a. Mama Earth   [   ]   b. Mother Care   [   ]

    c. Johnson & Johnson [   ]   d. Baby Dove   [   ]

19. How would you compare Himalaya Baby Product to other you have
    tried?

    a. Quality of Product   [   ]   b. Brand image and reputation [   ]

                            c. Pricing of Product   [   ]