



EMPLOYEE WORK LIFE BALANCE TOWARDS PANASONIC APPLIANCE INDIA LTD, CHENNAI, TAMILNADU, INDIA : ANALYTICAL STUDY

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ABSTRACT

The Project has been done in Panasonic appliances India Ltd. The title of the project is “A Study on Employees work life balance in Panasonic appliances India Ltd, Chennai”. The main objective of the study is to find out the Employees performance and overall Work life balance in both of Family and Company . In the company I have studied thoroughly the working method and functions of the HR department individually. The collected data was analyzed by using relevant tools such as Percentage analysis and chi- square test using SPSS software. This study has individually observed the employees at Panasonic appliance India Ltd Chennai and study of employee work life balance has been provided with suggestions with the consideration of findings.

ABOUT PANASONIC APPLIANCE

The Company was incorporated as a public limited company on 9th September 1988 in the name of Indo Matsushita Appliances Company Limited. The Company was promoted as a joint venture by Mr.P.Obul Reddy a leading Industrialist in Chennai, Tamil Nadu in Technical and Financial Collaboration with Matsushita Electric Industrial Co. Ltd. Japan (now known as Panasonic Corporation). The Company has come out with a public issue during the year 1990 and the shares of the Company are listed in the Bombay Stock Exchange Ltd (BSE) and Madras Stock Exchange Ltd.

The Company started manufacturing of Electric Rice Cookers during the year 1990 and marketed the same in the brand name of “National Nippo”. The Company has been considered as the pioneer in the field of manufacturing and marketing of Electric Rice Cookers in India and is the market leader in this segment. The Electric Rice Cooker manufactured by the Company has a unique feature in which it has an in-built auto-thermostat which will cut off the heater once the cooking is completed and thereafter keep it warm for a long time. The Company expanded its products line by introduction of



Mixer-Grinder under “National” brand by starting production of the same in its Factory located at Sholavarm village near Chennai, Tamil Nadu during August 1995 with the technical assistance from Panasonic Corporation, Japan. During the year 2003 the Company has started the business of trading of imported Panasonic products comprising Kitchen Appliances and Beauty Care and Health Care category.

As a part of Panasonic’s strategy of integration of brands and building the “Panasonic” brand name, Company discontinued the use of “National” brand name and “Panasonic” brand name is exclusively used for both Electric Cooker and Mixer Grinder. The name of the Company was also changed to Panasonic Home Appliances India Company Limited (PHAI) with effect from 10th September 2004. PHAI adopted the principles of Mr. Konosuke Matsushita, Founder of the Matsushita Electric Industrial Co. Ltd., Japan, who once said “All technologies should be used to put richness into people’s hearts and lives.” At present the Company

EMPLOYEE WORK LIFE BALANCE

Work-life balance is about effectively managing the juggling act between paid work and the other activities that are important to people. It's not about saying that work is wrong or bad, but that work shouldn't completely crowd out the other things that matter to people like time with family, participation in community activities, voluntary work, personal development, leisure and recreation. The

manufactures various models of Electric Cooker under Lid Type and Jar Type besides Mixer Grinders of various models. The Company also exports both Cooker and Mixer Grinder to various countries. The day-to-day management of affairs of the Company is vested on the Managing Director who is subjected to the overall superintendence and control of the Board. The Present Board comprising of 5 directors out of which 1 Managing Director, 2 Directors represent of Panasonic and 2 Independent Directors. PHAI is a subsidiary of Panasonic Corporation, headquartered in Osaka, Japan. Panasonic is a worldwide leader in the manufacture of electronic products for a wide range of consumer, business and industrial needs. Panasonic has about 95.43% shareholding in PAPIN.

The name of the Company is now changed as Panasonic Appliances India Company Limited (PAPIN) with effect from July 2012.

'right' balance is a very personal thing and will change for each person at different times of his or her lives. For some people the issue is being able to get into work or find more work rather than having too much work. There is no one size fits all' schition. A balanced life is one where we spread our energy and effort - emotional intellectual. Imaginative, spiritual and physical-between key areas of importance. The neglect of one or more areas, or anchor points, may threaten the vitality of the whole.

EFFECT OF WORK LIFE BALANCE



The case for work-life balance tends to be made on two counts.

- First, that work-life balance improves individuals' health, wellbeing and job satisfaction.
- Second, that business can benefit from work-life balance because these policies: improve productivity and worker commitment
 - Reduce sickness absence
 - Increase retention rates for talented workers and reduce replacement costs
 - Allow organizations to recruit from a wider pool of talent
 - Enable organizations to offer services beyond usual business hours by employing workers on different shifts that fit in with caring responsibilities.

WORK LIFE BALANCE BENEFITS

- Attracts new employees Helps to retain staff
- Builds diversity in skills and personnel
- Improves morale
- Reduces sickness and absenteeism
- Increases levels of production and satisfaction
- Decreases stress and burnout
- Enhances working relationships between colleagues Encourages employees to show more initiative and teamwork

CHARACTERISTICS OF WORK LIFE BALANCE

- Work Life Balance Business Benefits
- Not constant, comes and goes with life changes
- It takes work
- The process of seeking balance can be deeply rewarding

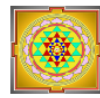
REVIEW OF LITERATURE

Beutell (1985) demonstrated that this multiple demand 'carry over is bidirectional: home-to- work and work-to-home. Positive as well as negative carry over is now accepted, with recent research identifying the bidirectional constructs of work-family facilitation and enhancement, as well as conflict

Frone et al. (1997) reported that family related support (spouse & other family members) may reduce family to work conflict by reducing family distress and parental overload.

Hill, Miller, Weiner, & Colihan (1998) suggest that changes in family structures, increasing participation by women in the workforce, and technological changes (eg, mobile phones and portable computers) that enable job tasks to be performed in a variety of locations have blurred the boundaries between job and home life. For many workers, this has created the potential for interference or conflict to occur between their work and non-work lives.

Voydanoff (1998) says that researchers have generally found that women experience greater amounts of Work-Life imbalance than men.



Allen Herst, Bruck, Sutton (2000) have observed that individuals are challenged to combine substantial domestic responsibilities and work obligations

Kirchmeyer (2000) defined work-life balance as achieving satisfying experiences in all life domains and to do so requires personal resources such as energy, time, and commitment to be well distributed across domains (Kirchmeyer 2000: 80).

Poelmans (2001) has reported that, the implementation of work-Life Balance policies is associated with positive outcomes.

Cooper, Dewe, & O'Driscoll (2001) suggests environmental, political, and socio-cultural forces have contributed to the restructuring of work over the last half century and new technology are major reasons for the emergence of new forms of working and consequently, new forms of mental job demands. In terms of emotional job demands, increasing numbers of people are employed as service professionals today. This suggests that the nature of work is changing in terms of demands for more mental and emotional effort (rather than physical effort alone).

STATEMENT OF THE PROBLEM

Today, work-life balance has become an increasingly invasive concern to both employers and employees. Work life balance which primarily deals with an employee's ability to properly prioritize between work and his or her lifestyle, social life, health, family etc, is generally linked with employee productivity. In this paper,

we will investigate the impact of working hours on social and personal life. In addition, we will explore those factors which influence the person satisfaction on job and free time.

OBJECTIVE OF THE STUDY

- To study the work life balance on the employee performance.
- To identify the importance of work life balance.
- To identify the improvement of employee performance.
- To find healthy work life practices for employees.

HYPOTHESIS OF THE STUDY

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. In the scientific method, the hypothesis is constructed before any applicable research has been done, apart from a basic background review.

- **Null Hypothesis-** there is no work life balance on employee performance.
- **Alternative Hypothesis-** there is an work life balance and employee performance.

RESEARCH DESIGN

The present study adopted a descriptive type of research approach for analysing the work-life balance of Employees and Employers.

Population: All the Employees are working in the various Departments is the Population of the study.

Sample: For the purpose of data collection a sample of 100 employees were drawn from



different departments in this company by using random sampling technique.

METHODS OF DATA COLLECTION

Data were collected through Primary and secondary sources.

Primary Data

- Primary data means first-hand information collected by an investigator.
- It is collected for the first time.
- It is original and more reliable.

For example, the population census conducted by the government of India after every ten years is primary data.

Secondary Data

- Secondary data refers to second-hand information.
- It is not originally collected and rather obtained from already published or unpublished sources.

For example, the address of a person taken from the telephone directory or the phone number of a company taken from Just Dial are secondary data.

ANALYTICAL TOOLS FOR THE STUDY

A structured questionnaire was designed to collect the primary data from the employees. Secondary data was collected from Company's official website, internet, journals and text books.

STATISTICAL TOOLS USED

The statistical tools used in the project for Data Analysis is

- Percentage Analysis, Chi-Square Test, Correlation Analysis.

LIMITATIONS OF THE STUDY

1. **LACK OF COMMUNICATION:** Communication about work/life programs is essential. Although an organization may offer a rich menu of work/life benefits, the desired effect yielding positive business results is unlikely to occur if employees do not know about the programs or understand them.
2. **TEAM WORK:** Introducing, operating and implementing work-life balance requires collaborative working and is very much a holistic process.
3. **TIME CONSUMING:** Implementing a WLB strategy takes time. Timescales for implementation need to be realistic.
4. **LONG WORKING HOUSE:** long working hour effect the efficiency of employees.
5. **WORKING ENVIRONMENT:** Lazy working environment leads lacks of motivation thus effect the efficiency of employees.
6. **WORK OVERLOAD:** Due to work overload efficiency of employee's decreases as the time passes.



DATA ANALYSIS AND INTERPRETATION

(Table 1.1)

No of responds (You feel about the amount of time you spent at work)

Particulars	No of Responds	Percentage
Very happy	32	32
Happy	53	53
Indifferent	10	10
Unhappy	3	3
Very unhappy	2	2
Total	100	100

[Source: Primary data]

Interpretation

2% employees feel very unhappy. 3% employees feel unhappy. 10% employees feel indifferent. 53% employees feel happy. 32% employees feel very happy. From the above analysis we know that half of the employees are happy with the time they are spending in office and 25% of employees are indifferent and rest of them are unhappy.

(Table 1.2)

No of responds (company have a separate policy for work life balance)

Particulars	No of responds	Percentage
Yes	81	81
No	8	8
Not aware	11	11
Total	100	100

[Source: Primary data]

Interpretation

11% of employees are not aware the separate policy for work life balance. 8% of employees have said no .81% of employees have said yes. From the above analysis we can know that half of the employees are aware of work life balance policy in company, 8 percent have said "NO" and 11% have said "Not aware".



(Table 1.3)

No of responds (work life balance in the Organization will be more effective and successful)

Particulars	No of responds	Percentage
Yes	90	90
No	10	10
Total	100	100

[Source: Primary data]

Interpretation:

90% of employees are saying yes. 10% are saying no. From the above analysis we can know that if employees have good work life balance. The organization will also effectively.

(Table 1.4)

No of responds (After working hours you get enough time for your family)

Particulars	No of responds	Percentage
Yes	87	87
No	13	13
Total	100	100

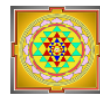
[Source: Primary data]

Interpretation:

87% of employees are saying yes. 13% are saying no. From the above analysis we can know that if employees 87% spent on rest of time in family. 13 percentage people not spent in time with our family.

CONCLUSION

From the study it's clear that employee work life balance in PANASONIC is good, But there is a small gap from employee satisfaction to company. To win the competition and getting success in present market, and the success gets only from hard work for the success know more than others, work more than others & expect less than others. There may be several reasons for not providing the transportation, employees are willing that at least they should have flexible starting time in morning within one hour. The companies contribution in employees meals is 20.Rs and employee contributing 15.Rs, there should be some improvement in quality wise.



Since employees are the backbones of the company so company should satisfy them in order to improve the business in higher competitive world.

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