Influence of Employees Covid-19 on Understanding Work-Life Conflict to Have Work-Life Counterbalance: A Study

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ABSTRACT: The aim of this study is to examine the work-family conflict experienced by employees in the insurance industry. The research focused on employees in this sector and explored how work-family conflict can be managed to achieve a balance between professional work and other activities, thereby reducing conflicts between work and family responsibilities. Achieving work-life balance not only improves efficiency but also enhances employee productivity. It contributes to overall satisfaction, both in terms of job factors and family life. The success of any organization ultimately relies on the performance of its employees, which is influenced by various factors, including career, family, and social support. Emotional intelligence plays a crucial role in establishing a harmonious relationship between work and family conflicts. Effective management of emotions is essential for achieving personal goals on a daily basis. Organizational culture and work demands can create role overload and work-to-family interference, which are the primary sources of work-life conflict. In the past few decades, the perception of work has evolved, with corporations now recognizing the interconnectedness between work and family and their impact on an individual's performance within an organization.

KEYWORDS: Demographical Variable, Competency, Social Support, Personal Factors, Work-Family Conflict, Work-Life Balance, and Intention to Quit.

I. INTRODUCTION

Conflict can be defined as a clash or disagreement that can arise in various situations. It can occur within an individual when their objectives or circumstances are incompatible. Additionally, conflict can arise between two individuals when they fail to see eye to eye, leading one to obstruct or hinder the efforts of the other. Conflict can also manifest between two groups within an organization. According to Chug and Megginson, conflict is characterized as a struggle between opposing viewpoints, ideas, interests, or individuals. Conflict arises when both parties involved are unable to achieve their goals in a satisfactory manner. Although the definition does not explicitly mention intra-personal conflict, the first sentence implies its existence.

STATEMENT OF THE PROBLEMS:

In recent decades, there has been a significant shift in employee pressure due to the increasing number of households where both partners are engaged in full-time careers. This changing demographic of the workforce has posed challenges for individuals in managing work-family conflict within the context of their families. As organizations continue to evolve, conflicts often arise from the limited resources and resulting distress caused by the overlapping demands of work and family responsibilities.

OBJECTIVES OF THE STUDY:

1. The objective of this study is to assess the extent of work-family conflict experienced by employees in the food product industry.
2. This research aims to examine how demographic factors impact work-family conflict among employees in the food product sector.
3. The purpose of this investigation is to determine the correlation between social support and work-family conflict among employees in the food product field.

HYPOTHESIS:

1. There is no notable distinction observed in the work-family conflict and its various aspects among employees in the food product industry.
2. The absence of any correlation between social support and work-family conflict is evident among employees in the food product sector.
3. The No connection can be established between personal factors in job and work-family conflict among employees in the food product domain.

LIMITATIONS OF THE STUDY:

1. This research examines the influences of social support, personal factors, work-family conflict intent to quit, and work-life balance on work-family conflict.
2. This study explores the impact of social support, personal factors, work-family conflict intent to quit, and work-life balance on work-family conflict, without delving deeply into the work-related factors of the participants.

II. REVIEW OF LITERATURE

1.1 DIGITAL CULTURE AND SOCIAL MEDIA:

1. Vigneshwaran, D., and Mohankumar, S. (2019). This article aims to reflect on the increasing momentum that social media have in the everyday life our students and to investigate the uniqueness that this media offers to the process of education. The study investigates the benefits that Face book and Twitter have as the leading technologically mediated spaces and its application to the learning habitat of the learner in the public pedagogy. The article reflects on the opportunities that social media offers in order to avoid the self-created intellectual chamber by allowing educators to share and challenge ideas and concepts through the so called non-traditional "great spare time revolution".

1.2 FOOD PRODUCTION AND PROCESSING:

1. Vigneshwaran, D., and Mohankumar, S. (2020). In this high competitive world the Food processing is the transformation of agricultural products into food, or of one form of food into other forms. Food processing includes many forms of processing foods, from grinding grain to make raw flour to home cooking to complex industrial methods used to make convenience foods. Primary food processing is necessary to make most foods edible, and secondary food processing turns the ingredients into familiar foods, such as bread.

1.3 CAREER FAMILY BALANCE:

1.Vigneshwaran, D., and Mohankumar, S. (2020).The goal of this research is to learn about the career household balance of ladies personnel in monetary sector. The research was once performed among women employees in financial region with Reference to Chennai. Career family balance entails in attaining equilibrium between career and family, so that it reduces friction between profession and family life. Career family stability enhances efficiency and thus, the productivity of ladies worker increases. It enhances satisfaction, in each the career and household lives. The ultimate performance of any business enterprise depends on the performance of its employees, which in turn depends on numerous factors.

These elements can be related to profession or family or both. The findings of the study reveal the majority of the Employees feel at ease in their work area irrespective of their Trivial personal and work region irritants. This paper tries to indentify the more than a few factor which helps to maintain work existence stability amongst employees in monetary sector.

1.4 COMPETENCY:

1. Vigneshwaran, D., and Mohankumar, S. (2020). This article attempts to clarify the theoretical understanding of the relationship between entrepreneurial competency and work performance. This theory provides an insight on the best practices carried out in organizations which are implemented to achieve better work performance. Considering this theory can support organization to understand their performance entrepreneurial.

1.5   COMPETENCY MAPPING:

1.Vigneshwaran, D., and   Mohankumar, S. (2020). In this highly competitive world, HR managers face many challenges as they recruit the skills and knowledge of new employees. But it is very difficult to find the skills gap between employee skills mapping is a very important tool for HR managers to know their employees' talents and weaknesses. So, in this study, the researchers look at the first skills mapping studies and analyze the variables they took for their study and find the research gap for future research.

2. Vigneshwaran, D and Dr.S.Mohankumar(2015). In this high competitive world the HR-managers are facing lots of challenges while recruiting new employees' skills & knowledge. But it is very difficult to find the competency gap among the employees competency mapping is the very important tool for HR-Mangers to know about their employees' talents and weakness. So in this study the researchers review the earlier studies on competency mapping and analyzed variables they have taken for their study and finding the research gap for future research.

3. Vigneshwaran, D and Dr.S.Mohankumar (2015). Competency mapping is an emerging concept for recent trends. It is very useful tool for HR Managers to know their employees knowledge& skills to do a work. In this study is going to review the past research done by other researchers and to find research gap for future research. This whole study based on the secondary data.

WORK-FAMILY CONFLICT:

1.Vigneshwaran, D., and Mohankumar, S. (2020). This paper describes a study on work-family conflict among women personnel in the insurance plan sector. This learns about of work-family hostilities is a part of an individual's everyday existence or organizational combat which has a vast effect on employee behavior, performance, and satisfaction. This examination of the capacity to simultaneously manipulate existence with multi-field behaviors additionally affects the effectiveness of the organization. This chapter is committed to a distinctive dialogue of the nature of the conflict, the level of conflict, and the decision strategies. Towards the top of the chapter, we refer to the managerial implications of the conflict.

2.Vigneshwaran, D., and Mohankumar, S. (2020). The objective of this research is to study the predictors of work-family conflict of women employees in insurance sector. The research was conducted among women employees in insurance sector with reference to cuddalore district. Predictors of work-family conflict entails attaining equilibrium between professional work and other activities, so that it reduces friction between work-family conflicts. Work-life Balance enhances efficiency and thus, the productivity of an employee increases. It enhances satisfaction, in both the job factors and family lives. The ultimate performance of any organization depends on the performance of its employees, which in turn depends on numerous factors. These factors can be related to career or family or both social supports. The relationships between predictors of work-family conflict can be achieved through emotional intelligence. Better emotion management is necessary in order to accomplish day to-day objectives of personal factors life. This paper attempts to identify the various factor which helps to maintain predictors ofwork-family conflict among women employees in insurance sector.

3.Vigneshwaran, D., and Mohankumar, S. (2020).This paper is desirable in labor work-family conflict among women employees. This family work conflict study involves examining the level of satisfaction with work-life balance to simultaneously manage life behaviors. Job and family satisfaction can be determined by a multitude of factors, it is chosen as a result variable due to its relationship with the family-work conflict.

4.Vigneshwaran, D., Mohankumar, S., & Vimala, B. (2021). The objective of this research is to study the predictors of work-family conflict among women employees in the insurance sector. The research was conducted among women employees in the insurance sector in the Cuddalore district. Predictors of work-family conflict entail attaining equilibrium between professional work and other activities so that it reduces friction between work-family conflicts. Work-life Balance enhances efficiency and thus, the productivity of an employee increases. It enhances satisfaction, in both the job factors and family lives. The ultimate performance of any organization depends on the performance of its employees, which in turn depends on numerous factors. These factors can be related to career or family or social support. The relationships between predictors of work-family conflict can be achieved through emotional intelligence. Better emotion management is necessary to accomplish day-to-day objectives of personal factors in life. This paper attempts to identify the various factor which helps to maintain predictors of work-family conflict among women employees in the insurance sector.

5. Vigneshwaran, D., Mohankumar, S., & Vimala, B. (2022). This paper describes a study on work-family warfare among women personnel in the insurance plan diagram sector. This learns about of work-family conflict is a section of an individual's everyday existence or organizational combat which has a tremendous effect on employee behavior, performance, and satisfaction. This examination of the capability to simultaneously manipulate existence with multi-field behaviors moreover affects the effectiveness of the organization. This chapter is committed to a different communication of the nature of the conflict, the degree of conflict, and the decision strategies. Towards the top of the chapter, we refer to the managerial implications of the conflict.

1.6   PERSONALITY FACTORS:

1.Vigneshwaran, D., Mohankumar, S., & Vimala, B. (2022). The personality factors influence each and every individual person's emotions, cognition and behavioral patterns with differences among them. An individual's personality can be conceptualized with his/her personality traits which endure an individual's personal characteristics explain his / her behavior at different situations. Personality has great influences over an individual's behavior as well as performance in any domain. Questionnaire-based survey was used here and conducted using life insurance private sector of the Cuddlier district experience, with results based on 649 women employees' responses through their interviews. Individual personality traits are playing crucial role at organizational parameters like work-life balance, work-family conflict, social support& intention to quit. This paper has tried on studying previous literatures over association of personality traits with performances-based parameters and understanding its associated relationship. The first results show that, as assumed, the personal factors lead to performance. This woman is understood to the social support, personal factors, work-family conflict& work-life balance clear pattern on the organization furthermore, exploration with SEM (Structural Equation Modeling) indicates that performance orientation is connecting relationships between personal factors & intention quit, and also between intention to quit & not balance between work and private life. The findings of this study confirm that Employer should analyze and understand each and every employee's strong personal factors from multiple dimensions.

2.7 WORK LIFE BALANCE:

1.Vigneshwaran, D., Mohankumar, S., & Vimala, B. (2021). The consequences of the Covid 19 pandemic, several businesses, and government organizations require an effort after a home -based (WFH) policy for their employees. At all times, workers feel comfortable at home with their families, particularly in unexpected situations. On the other hand, because of workplace and domestic tasks at the same time, workload starts growing automatically. Whether professional concerns interfere with personal life or vice versa, this can lead to conflict. Working from home makes it difficult to strike a work-life balance (WLB). Work-life balance requires to be situated explored extensively in previous studies; however, this study aims to examine work-life balance completes the covid 19 epidemics. The goal research remained near to see in what way work-life balance affects people. This study also focuses on women employees working in the insurance sector

2. Vigneshwaran, D., and Mohankumar, S. (2021). The literature review on Work-life Balance has been framed up because of its gained popularity with the major aim to have the prosperity of society and the realization of fulfilling lives for its employees by supporting the growth of every employee and the further development of the companies. The literature identifies its effect on various quality life conditions i.e. Job Satisfaction, Work Stress, Career Growth, Turnover, Absenteeism, Appreciation, and competitive environment in context with Work-life Balance and its practices/policies. In this paper, an endeavor has been made to provide an overview of various aspects of Work-Life Balance through the review of existing literature. The sources referred include various journals, books, doctoral thesis, working papers, reports, magazines, internet sites, newspapers, etc, and have been reflected as references at the end.

2.8 INTENTION TO QUIT

1.Vigneshwaran, D., Mohankumar, S., & Vimala, B. (2021). The intention to quit has drawn attention in the context of employee attrition, with a focus on its antecedents. A related aspect that requires attention is the outcome of the intention to quit, where little research has been done, especially in the Indian context. The present study explores social benefit support, personal factors, work-family conflict, and work-life balance as results of the intention to exit the insurance sector of the Cuddalore district. These factors become critical in the context of women because employees who want to quit can become less productive or even dysfunctional for the organization. Interviews and a questionnaire-based survey were used in this research. The survey was conducted using software professionals with

less than four years' work experience, with results based on 650 responses. The first results show that, as assumed, the intention to quit leads to lower performance. This woman is understood to the Social support, personal factors, work-family conflict, and work-life balance clear pattern of the organization. Furthermore, exploration using structural equation modeling shows that performance orientation mediates the relationships between the intention to quit and social support, personal factors, workfamily conflict, as well as between the intention to quit and the balance between work and private life. The findings of this study imply that organizations need to understand that employees with a strong intention to quit can prove costly from multiple dimensions.

2.Vigneshwaran, D., Mohankumar, S., & Vimala, B. (2022).The intention to quit has drawn attention in the context of employee attrition, with a focus on its antecedents. A related aspect that requires attention is the outcome of the intention to quit, where little research has been done, especially in the Indian context. The present study explores social benefit support, personal factors, work-family conflict, and work-life balance as results of the intention to exit the insurance sector of the Cuddalore district. These factors become critical in the context of women because employees who want to quit can become less productive or even dysfunctional for the organization. Interviews and a questionnaire-based survey were used in this research. The survey was conducted using software professionals with less than four years' work experience, with results based on 650 responses. Total find out infinite population -1200, Confidence levels =95%, Margin of Values = 2.5%, Select Sample Size=650, Quota sampling the firstresults show that, as assumed, the intention to quit leads to lower performance The first results show that, as assumed, the intention to quit leads to lower performance. This woman is understood to the social support, personal factors, work-family conflict, and work-life balance clear pattern of the organization. Furthermore, exploration using structural equation modeling shows that performance orientation mediates the relationships between the intention to quit and social support, personal factors, work-family conflict, as well as between the intention to quit and the balance between work and private life. The findings of this study imply that organizations need to understand that employees with a strong intention to quit can prove costly from multiple dimensions.

3.Vigneshwaran, D., and Mohankumar, S. (2020). This employee is the most important asset of the organization. It's a major challenge for the organization to retain its workforce as a lot of costs are incurred on them directly or indirectly. To have a competitive advantage over the other organizations, the focus has to be on the employees. As ultimately the employees are the face of the organization as they are the building blocks of the organization. Thus their retention is a major area of concern. So an attempt has been made to reduce the Intention to quit rate of the organization. Therefore this paper attempts to review the various antecedents of intention to quit which affect the intention to quit intentions of the employees.

III. RESEARCH DESIGN

The search design specifies techniques and techniques for obtaining the desired records to do research. It represents the best planning of the strategies to be adopted for the assemblage of the applicable facts and the analytical methodologies that will be employed analysis. This lookup graph helps the researcherprepare thoughts in a shape that lets him appear for flaws and adequacy. The research roughly establishes the element for conducting the research. An applicable search chart will make certain that HRM lookup is accomplished successfully and efficiently. This survey works on household predictors of work-family conflict amongst structured . It is, for the most part, as stated by the "Descriptive Search" category. Descriptive lookup is usually greater formal and structured than exploratory research. It is primarily based on giant and consultant samples and the factsacquired are situation to quantitative analysis. Inquiry techniques have already been used because lookup was once labeled below descriptive research. This survey method for acquiring statistics is normally respondents on the grounds of questioning. This research is primarily based on a quantitative descriptive model. The model uncovered around quota sample of 648 respondents' permanent and temporary employees.

Pre-testing of the Questionnaire

The questionnaire was pre-tested through the pilot study involving the respondents in the proposed sampling frame. This pilot study is mainly intended to test the degree of understanding of the meaning of the question, and difficulties in understanding the questions by the responses of employees in the food product. Also, check the meaning of the questions is conveyed correctly to the respondents.

Reliability Study			
S. No	**Variables**	**Items**	**Reliability**
1	Social Support	11	0.83
2	Personal Factors	58	0.78
3	Work-Family Conflict	17	0.89
4	Work-Life Balance	44	0.87
5	Intent to quit	4	0.91

Source: Primary Data Sample Collection for the 28.01.2021.

The pilot study sample size of 50 employees was selected from the food product in The collected responses to dependent variables, independent variables, and effect variables are treated statistically and treatedfor reliability. Credibility is the high reliability of the questionnaire set from 0.78 to 0.91 based on the results provided and the certificate that the questionnaire can be valid is called valid for the next stage of the final study.

Validity Study					
S. No	**Variables**	**Items**	**Table Value**	**Calculated Value**	**Result**
1	Social Support	11		0.288 to 0.631	
2	Personal Factors	58	0.273	0.306 to 0.586	Valid
3	Work-Family Conflict	17		0.344 to 0.725	
4	Work-Life Balance	44		0.296 to 0.688	
5	Intent to Quit	4		0.413 to 0.697	

Source: Primary Data

The calculated value is based on the correlation table value of 5% which is expected to be higher than the table value and all the corresponding calculated values for the five questions to express the validity at different levels based on the pilot's results. The study is moved to the next process of data collection which is to run the question paper statistics.

Normality Test						
S.No	Variables	N	Skewness	SE of Skewness	Kurtosis	SE of Kurtosis
1	Social Support	648	-0.156	0.095	0.021	0.191
2	Personal Factors	648	0.518	0.095	0.673	0.191
3	Work-Family Conflict	648	0.542	0.095	-0.350	0.191
4	Work-Life Balance	648	0.310	0.095	-0.184	0.191
5	Intent to Quit	648	0.318	0.095	-0.191	0.191

Source: Primary data

Table 3.10.6 shows the normality test. The calculated Skewness values are from -0.156 to 0.542; hence, the calculated Skewness values are between -1.95 to 1.95. The calculated Kurtosis values are from -0.351 to 0.674; hence, the calculated Kurtosis values are between -1.95 to 1.95. The Skewness and Kurtosis values show the collected data are approximate and normally distributed. Hence, the researcher employed parametric tools such as descriptive statistics, one-way analysis of variance, independent sample t-test, correlation analysis, multiple regression analysis, and path analysis.

IV. MANAGERIAL IMPLICATIONS OF THE STUDY

The primary objective of this research is to examine the experiences of individuals employed in the food products industry. This particular sector is known for its dynamic and unpredictable nature, which often leads to heightened levels of stress among employees. The study will delve into various aspects such as social support, personal factors, work-family conflict, and work-life balance. By addressing these specific issues, the research aims to shed light on the challenges and opportunities faced by employees in this field. It is important to recognize that employees play a crucial role in society, making these studies highly pertinent to broader societal concerns. In the food product industry, employees often experience work-related stress when they fail to meet their targets, and this stress can impede their ability to fulfill their household responsibilities. To alleviate this stress, employees often rely on the support and assistance of their family members in sharing family responsibilities.

V. SCOPE FOR FURTHER RESEARCH

The research has the potential to delve deeper into the correlation between predictors of work-family conflict and various organizational results such as satisfaction with work-life balance and intention to resign. Additionally, the study could expand on social support and personal factors by investigating the impacts of moderating and mediating factors, as seen with work-related variables including organizational support, working conditions, working relationships, job characteristics, and role ambiguity.

VI. CONCLUSION

The concept of work-family conflict pertains to a conflict that arises between the responsibilities and demands of work and family life. There has been a growing interest in comprehensively understanding the interaction between work and family roles, as well as the factors that contribute to this conflict. As a result, a predictive model of work-family conflict has been developed. This model predicts that the expectations associated with each role an individual fulfills can lead to conflicts between these roles. Such conflicts arise because it is impossible for the individual to fulfill all the

expectations of their work and family roles simultaneously, as both roles require time, energy, and commitment. This conflict perspective is based on the scarcity hypothesis, which suggests that individuals have limited time and energy resources. Consequently, research endeavors to identify the factors that predict work-family conflict among employees in the food product industry.

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