



## IMPACT OF COPING STRATEGY OVER THE WORK FAMILY CONFLICT: A SPECIAL REFERENCE TO THE WORKING WOMEN PROFESSIONALS OF CHENNAI CITY

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### **Abstract**

*The current study is an attempt to explore the effect of coping strategies over the work family conflict. The respondents of the study are the working female professional who is employed in information technology. The study area is Chennai. The respondents are selected through the technique of simple random sampling and are administered questionnaires for data collection. The data so collected has then been put into Regression for analysis.*

### **Introduction**

The concept of work family conflict had been defined as the type of inter-role conflict wherein the pressures from the role played in the family and the role played in work domains do not match with each other (Greenhaus and Beutell, 1985). The association of work roles with the family roles are studies with a varied type of mechanisms like the work family interference, work family accommodation, work family compensation, work family enrichment and so (Edwards & Rothbard, 2000).

Work family conflict means the constant pressures which the family and work domains poses on an individual and the individual is not able to satisfy the demands of one role in order to satisfy the role of the other. Work family conflict is also referred to as a negative spill-over. There are different forms of work family conflict and it has got the tendency to rise from the domains of either the family or the work. Several types of coping strategies are implemented and followed by the individuals in order to overcome the work family conflict and the resultant consequences.

Lo et al., (2003) explored that the widespread strategy of coping is the re-definition of the personal role. This refers to changing of the role expectations of the self like giving preference to spending time with kids than purchasing grocery. Certain authors like Lee et al., (2004) had identified that the married women in Korea often cope up by exerting even more hard work as a response to their role conflicts. This was found to be related with high depression rates when compared with other strategies like preference for household works, negotiation with spouse and so on. The professional ladies in Asia make a coping strategy by reducing their ambitions in career which can be proved by the lack of women professionals in top positions.

The term cope had been derived from the Latin term *colpus*, which has got the meaning to change and according to the dictionary of Webster, cope means to deal with and try to solve or overcome the difficulties and problems. In the psychological terms, the term coping had been utilized as the wide experiential concept in many domains like the thinking procedure, personality feature. The strategies of coping are the selections of choice which an individual makes for responding to a specific stress factor. The strategies may be maladaptive or adaptive in nature.

### **Statement of the Problem**

In recent years, noteworthy changes can be noticed in both family lives and work lives of the persona all over the globe. Both male and female folks confront conflicts in both work and family life. In this context, when the male folks are compared, the females face a lot of troubles as they have to perform dual job of the household work as well as the professional work.

### **Need For the Study**

The work family conflict is noticed to be a crucial issue for the females of the current society. Hence, a detailed analysis and understanding regarding this topic is essential. Social factors turn to be significant drivers of establishing the variations in the balance of work and family roles.

### **Objective**

The purpose of the current article is to explore and analyze the effect of work family conflict over the job satisfaction of the female professional with reference to Chennai city.

### **Review of Literature**

Susanna Lo et al., (2003) investigated the types of workfamily conflicts faced by the female professionals who were married and had kids. The study was done with reference to Hong Kong. The authors had also examined the strategies used by them for coping. The authors had conducted an in-depth interview for collecting the data required for the study and the sample size was 50. The respondents of the study were selected through snowball technique. The findings of the study revealed that the coping strategies implemented by the women professionals were ineffective. It was observed that the industries of Hong Kong offered a very little support for the working women to manage the work family conflict. The authors had found that the most important problem for the working women of Hong Kong was the work family conflict. Most of the female professionals in the city mentioned here were found to be exhausted and felt guilt trips from their multiple role demands.



Parasuraman, S & Greenhaus, J.H (2002) proposed that the effects of work family conflict had been widely examined and had been identified with extreme levels of conflicts leading to distress and dissatisfaction in both domains of family and work. But, there had been a rare consideration of the effect of the work and family over one another. The authors had also suggested that there had been more focus over the effect of situational and environmental factors on the work life balance.

Allen, T.D et.al. (2000) explored that when the work family conflict was seen to increase, the level of job satisfaction reduced among both the gender groups in varied forms of profession. Further, when there was an increase in the work family conflict, the level of organizational commitment also came down, in the firms wherein the work family conflict is related with high turnover or leaving intention. The authors had also stated that the psychological and physical stress were related with the work family conflict along with anxiety, psychological strain, high blood pressure, general life stress, burnout, alcohol usage, depression and stress related with work.

Stephen P.Robbins (2003) stated that the employees had increasingly recognized that the work life is making them apart from the personal life. As a result, they seem to be unhappy. Many studies had explored that the individuals seek for a job which gives them convenient schedules to plan their work so as to effectively manage their work family conflict. The firms which do not facilitate their employees in accomplishing the work life balance, will face complexities in attracting as well as retaining motivated and capable workers. Studies regarding the work family conflicts had given the managers novel information regarding what will be beneficial at what time. As regarding the work family conflicts, the element of time along is not the main challenge. Rather, it is the psychological intrusion of work life into family life. The individuals think over the issues at home while at work and think over the work-

**Research Methodology**

The study has been carried out among the female working professionals of Chennai city. the respondents belonged to information technology industry. They are selected through the method of simple random sampling and the sample size of the study is 100. The instrument used for data collection is a questionnaire and Multiple regression has been employed for analysis of data. Instrument adopted from Debra Marie Dix (2017);

**Analysis and Interpretation**

**Model Summary**

R	R Square	Adjusted R Square	F	Sig.
0.823 <sup>a</sup>	0.678	0.654	27.689	0.000 <sup>b</sup>

Predictors: (Constant), coping strategies

Independent	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.522	.291		5.234	.000
I've been turning to work or other activities to take my mind off things.	.174	.047	.249	3.672	.000
I've been concentrating my efforts on doing something about the situation I'm in.	.159	.053	.217	2.981	.004
I've been saying to myself "this isn't real."	-.228	.046	-.326	-4.906	.000
I've been using alcohol or other drugs to make myself feel better.	-.022	.065	-.026	-.343	.732
I've been getting emotional support from others.	.043	.071	.064	.607	.545
I've been giving up trying to deal with it.	.060	.063	.099	.957	.341
I've been taking action to try to make the situation better.	.438	.079	.441	5.567	.000

a Dependent Variable:

It is deduced from the model summary above table. Above table represents the regression analysis between dependent variable (Work family conflict) and independent variable (Coping strategies). The F-value 27.689 is significant (<0.000). The table indicates that the



coping strategies decrease the work family conflict and this shows statistical significance. Here,  $p < 0.000$ , which is less than 0.05, indicates that, the model applied can statistically and significantly predict the work family conflict. Which means coping strategies significantly decreases work family conflict of IT employees.

### Conclusion

It is very crucial for every woman to make a balance between their roles played at home and at work. They only they will be able to achieve the desired success. The organizations too have got the duty to help the employees to maintain a balance in work and family. This would definitely pave the way to success, growth and development of the employee as well as the organization as a whole. This can be done by following coping mechanisms for overcoming the problems in work family conflict.

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