



RESEARCH ARTICLE

INFLUENCE OF DISPOSITIONAL CHARACTERISTICS IN WORK LIFE BALANCE OF
WOMEN ENTREPRENEURS IN TIRUCHIRAPPALLI

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ABSTRACT

This study integrated dispositional characteristics of an individual with work-life balance research. Based on the premise that dispositional characteristics is a major contributor to work-family conflict, this research examined resources likely to reduce work-family conflict women entrepreneur experience. Work family conflict (WFC) and work family enrichment (WFE) and the dispositional characteristics (DC) influence in work life balance (WLB) were explored as potential resource. The 50 women entrepreneurs were taken for studied. The sample was diverse in terms of their business. However, the majority of the women were married (82%) with children (90%). The results demonstrated that different aspects of WFC, WFE and WLB related to different personality indicators.

INTRODUCTION

Balancing multiple roles is a challenge felt by individuals in many sectors of the population at many stages of the life span. Although the roles in question may differ, the experience of holding multiple roles may share common themes. It may lead to interrole conflict (e.g., Greenhaus and Beutell, 1985) and facilitation. Interrole conflict occurs when participation in one role is made more difficult by virtue of participating in another (Greenhaus and Beutell, 1985); interrole facilitation occurs when participation in one role is made easier by virtue of participating in the second Work-life balance refers to a person's effort to be effective in his/her work life and in family life, as well. It is about effectively managing the juggling act between work and home. Work-life balance does not mean an equal balance between the two roles, either. Setting up an equal number of hours for each of the roles will not lead to work – life balance. Individual work-life balance will also vary over time. The right balance for today will probably be different for tomorrow. The right balance when one is single will be different when one is married, or when one has children; when one starts a new career or when one is nearing retirement. In short, there is no perfect, one-size fit, for work-life balance. Dispositional characteristics is a set of qualities or traits which differentiate one person with other.

The ways in which an individual differ from another as individuals differ in work at workplaces and in personal lives carrying different personalities and which helps to achieve the work life balance in their life. The researcher investigated the relationship between each of the Big Five personality traits (Dispositional characteristics) and conflict and enrichment between work and family roles.

REVIEW OF LITERATURE

The Big-Two Model of Personality (Dispositional characteristics) the five-factor model is the most commonly used model to describe individual differences in personality. This model includes five broad dimensions or subscales to determine differences in personality: Openness to Experience (O), Conscientiousness (C), Agreeableness (A), Extraversion (E), and Neuroticism (N).

Conscientiousness: According to Costa and McCrae (1991) the basis of this dimension lies within individual differences among planning, organizing, and carrying out tasks. More specifically, the individual who scores high on this dimension is purposeful, determined, punctual, reliable, organized, strong-willed, and usually attains academic or organizational success.

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neuroticism dimension assesses adjustment or emotional stability versus maladjustment or neuroticism. Individuals high on the neuroticism scale will experience emotional instability and will show characteristics of worrying, fear, guilt, sadness, anger, embarrassment, and disgust.

Agreeableness: Costa and McCrae (1991) depict this dimension as dealing primarily with interpersonal tendencies. An individual high on agreeableness is characterized as being helpful, sympathetic to others, soft-hearted, cooperative, and good-natured.

Extraversion and openness to experience: Extraversion assesses the quantity and intensity of interpersonal interaction and activity (Pervin, 1996). Individuals who score high on extraversion are referred to as extraverts and exhibit characteristics of sociability, assertiveness, talkativeness, and high activity. In addition, extraverts are cheerful, energetic, and optimistic. Costa and McCrae (1991) identify several elements that depict openness to experience, such as an active imagination, aesthetic sensitivity, intellectual curiosity, preference for variety, and independence of judgment.

Work–family conflict: According to the traditional view of multiple role occupation, conflict is expected to occur when too many demands are placed on one's limited time and energy. Greenhaus and Beutell (1985) suggested that conflict arises when (i) time pressures associated with one role make it difficult to comply with expectations from the other role or produce a preoccupation with one role while physically attempting to fulfill the other role, (ii) exposure to stress in one domain leads to tension, fatigue, and irritability (i.e., strain) which affects one's ability to perform in the other domain, or (iii) the behaviors required in one role are incompatible with the behaviors needed in the other role. In the present study, our measure captures conflict created by only one of the forms of role pressure incompatibility proposed by Greenhaus and Beutell (1985): time and strain. Theoretically, then, personality traits that enable the women entrepreneurs to use their time more efficiently, to engage in roles with more energy, to perceive less stress, or to adopt coping mechanisms that reduce stress, should be related to less conflict.

Work–family enrichment: Unlike conflict, there is no single established definition of facilitation, set of theoretical processes by which it is expected to occur, and no widely used or readily accepted scales, either. Therefore, for purposes of the present study, work–family facilitation was defined as occurring when, by virtue of participation in one role (e.g., work), one's performance or functioning in the other role (e.g., family) is enhanced.

Need of the study: In addition to examining personality antecedents to conflict and facilitation, it is important to consider the relationship of each to work and family outcomes. The scarcity perspective states that individuals do not have the resources to fulfill various roles and that they must participate in one role at the expense of the other. Present research aimed at exploring role of dispositional characteristics on women entrepreneurs work life balance and role of dispositional traits in maintaining a balanced work and life.

Scope of the study: This study tries to explore the influence of dispositional characteristics of women entrepreneurs in their

work experience, family experience, individual personality traits, work family conflict, work family enrichment of women entrepreneurs. The study is limited to the women entrepreneurs of tiruchirappalli. Dispositional characteristics are the most prominent dimension which effects work and life though there are other dimensions also which somehow effects them.

Significance of the study: The articles aims at exploring the influence of dispositional traits on an individual work life balance and role of dispositional traits in maintaining a balanced work life and family life which helps the women entrepreneurs to have a balance state

Objectives of the study: To identify influence and the relation between Dispositional characteristics and Work-Life balance of women entrepreneurs in tiruchirappalli.

Hypotheses: Hypothesis may be defined as an assumption to be proved or disproved. It is a predictive statement which is capable of being scientifically tested by relating an independent variable to a dependent variable (Kothari, 2004). The researcher has framed the following hypothesis for the study in order to be tested.

H1– There is a relation between dimensions of DC and WFC, WFE.

H2- There is a relation between dimensions of DC and WLB

MATERIALS AND METHODS

Research design: The researcher has adopted descriptive research design for this study. Descriptive research describes the state of affairs as it exists and mainly includes surveys and fact findings (Kothari, 2004). It also tests and analyses the relationship between the variables (Raj, 2000). The study describes the influence of dispositional characteristics in work life balance of women entrepreneurs in tiruchirappalli.

Sample size of the study: The target respondents of the study are the women entrepreneurs who are engaged in various types of business activities in tiruchirappalli. A sample of 50 respondents from 10 business activities like food products manufacturing, jewelry making, beauty parlor, garment manufacturing, jute products, computer and allied services, sanitary napkin, printing, catering services and paper cup manufacturing were taken for the study. These are the activities which are mainly undertaken by the women entrepreneurs and in each business 5 respondents were chosen for the study.

Sampling technique: The researcher has adopted Probability sampling technique to determine the sample size. This technique is also known as 'Random sampling' or 'Chance sampling'. It ensures that every item of the universe has an equal chance of inclusion in the sample. The results obtained from this technique can be assured in terms of probability i.e., we can measure the errors of estimation (Kothari, 2004).

Sources of data collection: The researcher has used both primary data and secondary data for the study. The primary data was collected from the target respondents namely the women entrepreneurs in tiruchirappalli. The secondary data for the study has been collected from research articles, books,

Tools of data collection: Based on the literature reviews and discussion with the field experts and academicians the researcher came out with a well-structured questionnaire for collecting data from the respondents. The questionnaire was measured using 5 point Likert scale the value assigned was strongly disagree= '1' to strongly agree = '5' in order to measure the work family conflict, work family enrichment and work life balance. In order to measure the personality/dispositional characteristics of the women entrepreneurs a 10-item short version of the Big Five Inventory Beatrice Rammstedt and Oliver P. John was adopted. The questionnaire consist of three sections. The first section of the questionnaire focuses on the demographic profile of the respondents. The second section of the questionnaire deals on the dimensions of work life balance and the third section deals with the dispositional characteristics.

Reliability test: The research tool namely the questionnaire was tested for its reliability and consistency. The instrument was tested through Cronbach alpha analysis and the results was obtained dimension wise. The validity of the questionnaire proves to be 98% good and valid.

Data analysis and Interpretation

Socio-demographic profile: It aims to analyze the socio demographic profile of the women entrepreneurs in tiruchirappalli. The variables include the age, marital status, educational qualification, work experience, family type no of children and the age of the children of the respondent. It is analyzed using the percentage analysis, which is depicted below in the following Table 1:

Table 1. Socio demographic profile of the respondents

Variables	Frequency (n=50)	Percentage (%)
Age		
21-30	15	30
31-40	18	36
41-50	12	24
51-60	5	10
Marital status		
Unmarried	5	10
Married	41	82
Divorced/Widows	4	8
Educational level		
Below 12th Std	23	46
UG	8	16
PG	19	38
Family type		
Nuclear Family	37	74
Joint Family	13	26
Having children		
Yes	45	90
No	5	10
No of children in the family		
0	5	10
1	11	22
2	24	48
3	9	18
4	1	2
Child age		
None	12	24
Below 10yrs	27	54
11-20yrs	6	12
21-30yrs		
Years of Experience		
1-5yrs	21	42

Inferences: The above table shows that majority of the respondents 36 percent are in the age group of 31-40yrs. The married women entrepreneurs are large in numbers among the respondents which is 82 percent. 74 percent women entrepreneurs are in nuclear family and 90 percent women entrepreneurs have children and years of experience of 42 percent of women entrepreneurs is 1 to 5 years.

Hypothesis testing

Correlation: The researcher has used the correlation to measures the strength and the direction of a relationship between two variables. It also called as Pearson product moment correlation coefficient

Correlation between dimensions of DC and WFC, WFE: Correlations were done on the dimensions of dispositional characteristics with work family conflict, work family enrichment and family work enrichment to determine the linearity between variables. Dispositional characteristics has five dimensions and the correlation between the dimensions were analyzed.

Table 2. Co-efficient of correlation of dispositional characteristics and work family conflict, work family enrichment

Dimensions	Work-Family Conflict	Work-Family Enrichment
Extraversion	-0.201	0.452**
Agreeableness	0.114	0.133
Conscientiousness	0.011	0.260
Neuroticism	0.486**	0.073
Openness	0.356**	-0.143

** - P<0.01, significant

Coefficient of correlation between dispositional dimensions and work family conflict, there is a positive correlation between neuroticism personality and work family conflict ($r=0.486$) which shows significant relationship between neuroticism and work family conflict. Also there is positive correlation between openness and work family conflict ($r=0.356$) which shows significant relation between openness and work family conflict. There is a positive correlation between extraversion and work family enrichment ($r=0.452$) which shows significant relationship between extraversion and work family enrichment. Hence, the H1 hypothesis is accepted there is a significant relationship between dimensions of DC and WFC, WFE.

Correlation between dimensions of DC and WLB: Coefficient of correlation between dispositional dimensions and work life balance.

Table 3. Co-efficient of correlation of dispositional characteristics and work life balance

Dimensions of Dispositional characteristics	Work Life balance
Extraversion	0.037
Agreeableness	0.093
Conscientiousness	0.489**
Neuroticism	0.079
Openness	0.096

** - P<0.01, significant

There is a positive correlation between conscientiousness and work life balance ($r=0.489$) which shows significant

relationship between dimensions of DC and WLB.

Major findings

36 percent of women entrepreneurs are in the age group of 31-40yrs among the respondents. The married women entrepreneurs are large in numbers among the respondents which is 82 percent. 74 percent women entrepreneurs are in nuclear family and 90 percent women entrepreneurs have children and years of experience of 42 percent of women entrepreneurs is 1 to 5 years. Women entrepreneurs who have the character of neuroticism are facing more work family conflict than others. Women entrepreneurs who are extraverts found to have work family enrichment. It has been found that there is a significant relationship between dispositional characteristics and work-life balance and the women entrepreneur who has the personality of conscientiousness have more work life balance.

Suggestions

To achieve a better Work-life balance it is essential that a women entrepreneurs must understand her own dispositional characteristics

- An individual's personality plays a major role in achieving her goals.
- In order to achieve a balance in work and life the women entrepreneur should be aware of her own personality and try manage her emotions.
- Identifying her area of improvement will help to bring the balance in work and life.

Conclusion

This study helps to understand that the dispositional characteristics of an individual plays a predominant role in achieving balance in work and life. It was also found that though people are able to balance their Work-Life due to their particular personality traits but still they are stressed, the reason behind this is there are lot many other factors which causes juggling in work and life balance are like income, marital status, income, age, family type, etc. Understanding their own personality traits will help the women entrepreneurs to balance the juggling work life and family life.

The women entrepreneurs who have the personality of neuroticism are facing more work family conflict than others. Women entrepreneurs who are extraverts found to have work family enrichment. The women entrepreneur who has the personality of conscientiousness have more work life balance.

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