



Research Article

“WELLNESS INTEGRATION MODEL -A STUDY ON QUALITY OF WORK LIFE OF WOMENWORKING IN RETAIL SECTOR OF SELECTED AREA IN SOUTH WEST ZONE OF SURAT CITY”

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A B S T R A C T

Quality of work life is necessary for an organization to attract and to retain skilled and talented employees. In the present market scenario, Quality of Work Life has come under limelight due to stiff competition where organizations are trying to carve competitive advantage through the human factor. In the present scenario, men and women are equal. Women are handling high posts in the offices. Quality of Work Life of female employees has now become extremely important for the successful management of a Company. The aim of the study is to find the quality of work life among female employees working in the Retail Sector in Selected areas of South West Zone of Surat city through wellness integration model. Structured questionnaire was prepared. Findings show that the women have a better physical wellness and emotional wellness. women are dissatisfied with the spiritual wellness.. They are agreed with family wellness but disagreed with resources and infrastructure wellness. Mostly women agreed towards occupational wellness and neutral towards society and community wellness and highly agreed towards safety environment and energy wellness.

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INTRODUCTION

Women who were the most dormant segment of India population have now become active participants in all walks of life. Till now, they were only unit of the family organization. Now, women are becoming not only a significant unit of the society but also influencing the course of social change in society. Women are an important element of our Society. The modern society has started recognizing the individual identity of women. She is believed to have her aspiration, abilities and qualities as a man does have and it is also agreed that she should have the opportunities to develop her faculties and to express them according to her own choice. Women can help the society in various ways. They can engage in social activities and work for the betterment of the society. Young educated girls can get engaged in a profession of her choice. We need more doctors, engineers, software developers, and social workers. The world cannot grow at good pace unless women come forward and take initiative for the development works. Woman is now an important instrument of social change. The extent of woman’s participation in the corporate life is thus the measure of social change in India. In modern times, many welfare organizations for the women have sprung up. The women are becoming active members of these organizations and contributing their mite to the women’s welfare.

Some of the welfare organizations have been formed at the national and state level. Therefore it has become necessary to study the Quality of Work life based on Wellness Integration Model to make an assessment on the impact of different dimensions on the QWL of Women employed in different Industries. An effective QWL is a major issue for employees, and how organizations deal with this issue is both of academic and practical significance.

Quality of Work Life

Historically, work has occupied an important place in the life of human beings. How people have thought and felt about the working experience has also been an age old concern for both workers and managers. The term quality of work life was probably coined originally at the first international conference on Quality of work life at Arden House in 1972 (Davis & Cherns, 1975). Mills (1978) probably coined the term quality of work life and suggested that it had moved permanently into the vocabulary of unions and management, even if a lot of the people using it were not exactly sure what territory it covered. During the twentieth century, our social science conceptualizations regarding work have been labeled scientific management, human relations, socio-technical systems theory, and now possibly holistic learning organizations. Cherns (1978) argued that: Quality of work life owes its origins to the marriage of the structural, systems perspective of organizational behavior with the interpersonal, human

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relations, and supervisory-style perspective. Quality of work life is related to the welfare of employees at work and it is different from job satisfaction. Domain of quality of work life does not affect the employees’ job satisfaction but it influences the lives outside the work of employees such as their family, leisure and social needs. When the needs of the employees at work are not met they experience a lot of work stress that will have adverse effect on the welfare of employees and their job performance.

In theory quality of work life is simple. It involves giving workers the opportunity to make decisions about their jobs, the design of their workplaces, and whatever else they need to make products and deliver services most effectively. It requires managements to treat workers with dignity. It focuses on employees and managements operating the business together. In short, quality of work life represents a desired end-a state that emphasizes the importance of providing opportunities for employees to contribute to their jobs as well as to receive more from their jobs. It is an alternative to the control approach of managing people. This approach considers people as an “asset” to the organization and believes that people perform better when they allowed to participate in managing their work and to make decisions. A good quality of work life not only attracts new talent but also retain the existing talent. Quality of work life involves job security, good working conditions, adequate and fair compensation and equal employment opportunity all together. QWL aims to meet the twin goals of enhanced effectiveness of organizations and improved quality of life at work for employees.

Factors Affecting Quality of Work Life

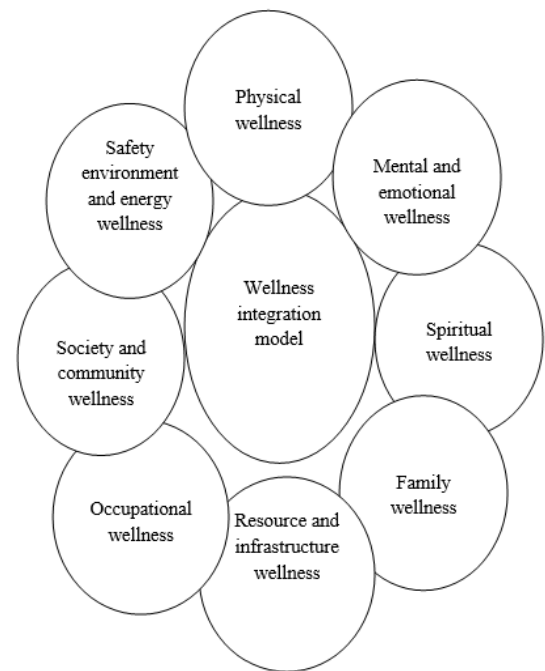
1. Fair and reasonable pay compared to others doing similar work.
2. Concern over losing one’s job in the next months and years.
3. Sexual harassment or discrimination at the workplace.
4. Interesting and satisfying work.
5. Trust in senior management.
6. People at the workplace wish to get on together.
7. Recognition of efforts by intermediate manager/supervisor
8. Career prospects
9. Amount of control over the way in which work is done.
10. Health and safety standards at work.
11. Balance between the time spent at work and the time spent with family and friends.
12. Intermediate manager/supervisor’s treatment of staff.
13. Amount of work to be done.
14. Level of stress experienced at work.

A happy and healthy employee will give better productivity, make good decisions and positively contribute to the organizational goal. An assured good quality of work life will not only attract young and new talent but also retain the existing experienced talent.

Wellness Integration Model

The life management involves dealing with different aspects of life in the systematic manner of healthy and balanced growth. The base in the form of wellness integration model is needed to develop the wellness management system in life. The wellness management system covers eight different areas of

growth for quality life. Wellness is the ability to live life to the fullest, to have zest for life and to maximize personnel potential in the variety of ways illness and health are opposite states but one can be ill and still enjoy wellness if he has a purpose in life, a deep appreciation for living creatures and a sense of joy.



Wellness Integration Model

Physical Wellness

It is defined as flexibility, endurance, strength and optimism about one’s ability to take care of health and fitness problem. This wellness is most commonly associated with the being healthy and fit. The intent of the model is to help an individual to ingest the right nutrients, do adequate exercise and take sufficient rest.

Mental and Emotional Wellness

Mental and emotional wellness is a state in which one’s mind is engaged in lively interaction with the world around oneself. Emotional Wellness is the ability to understand others feelings and accept one’s limitation and achieve emotional stability.

Spiritual Wellness

Spiritual Wellness is defined as the sense that life is meaningful and has purpose and that some power brings all humanity together. The thoughts, values, and morals that guide us and give meaning and direction to life, are the foundation stones for spiritual wellness.

Family Wellness

Family wellness is the harmonious state one maintains with the family members like parents, spouse, sisters, brothers, children and other members who are daily interacted with each other and enjoying pleasures and sharing pain of life.

Resources and Infrastructure Wellness

The wellness requires the individual to have sufficient financial resources for managing family and occupation.

Sufficient infrastructure like house, vehicles, offices, godowns etc are required for the family comfort and business growth.

Occupational Wellness

The occupational wellness is defined as the ability to perform ones job skillfully and effectively under conditions that provide personal and team satisfaction and adequately reward each individual.

Society and Community Wellness

This wellness is the ability to deal well with the social group with whom one is interacting frequently on happy or sad occasions. Service to the community is the rent we pay for privilege of living on this earth. Community wellness is the ability of the individual to interact with the community in the civilized manner and contributing to the community in the form of time, money and efforts for the upliftment of the less privileged group of people.

Safety and Environmental Wellness

The intent of the wellness is to help the individual in developing the system for living the life in safe manner at the home, on the road and world at large. Also the intend of the model is to guide the individual for taking environmental friendly approach at home, work place and society and community at large for conservation of water and natural resources and prevention of water, air, land, noise for reducing its impact on individuals and others.

Review of Literature

According to Jensen and Fagen (1997), the present day approach to quality of work life advocates that work should be made more meaningful, that employees need to develop personal skills, that they should participate in the management process and that the control for any system should be voluntary rather than mandatory. 3 Research indicated that employees should experience high levels of quality of work life as well as mental health in order to realize their full potential, and become an asset to the organization. QWL variables are excellent indicators of whether or not employees are coping well with the stressors they are confronted with. Employees in the workplace should experience and exhibit high levels of mental health in order to ensure that they cope effectively with the stressors they are being exposed to. According to the literature, QWL can produce a favorable work environment which is beneficial for developing and maintaining a good mental health. If this is the case, it could be assumed that QWL is an important determinant and predictor of mental health.

According to Newell (1995), the satisfaction of employees was originally achieved by ensuring that work experience satisfied a common set of needs. These strategies amount to improving employees' quality of work life.

Parents have a pivotal role in their children's mental development and education. (Wolfendale 1993) Discrimination between man and woman is one of the crucial disparities in many societies and is particularly so in India. Positive parent child relationship helps in developing attitude, which can boost the self-concept of the child. Nirmaldeep (1983) and kalra (1992) found in their study that parental behavior is the main force running through the family relationship and home environment is pivotal in the development f the self-concept of children. Golombok et.al (1995) examined the quality of parenting and found that mothers have more warm relationship

with their children, and have high emotional involvement with their children as compared to their fathers. It has also been found that mother child interaction was significantly more as compared to father child interaction. This essays the necessity of focusing on enabling the employees to fulfill their parenting role effectively, which in turn has a link on an effective work life. The reward is that your mentally healthy offsprings would become an asset to the Industry as well as to the Society. Once the Quality of life improves, Quality of work life also does so as both are inextricably interwoven in the societal fabric.

Adhikari & Gautam (2010) concluded that Measures of Quality of Work Life are: adequate pay and benefits, job security, safe and health working condition, meaningful job and autonomy in the job. Measures of Quality of Work Life include - (i) increased worker involvement, participation and power, (ii) Increased emphasis on employee skill development, (iii) Increased autonomy for action and decision making at worker level and (iv) reduced status distinctions among levels in hierarchy.

Mirvis and Lawler (2008) 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.

RESEARCH METHODOLOGY

Problem Statement

QWLof women working in retail sector is considered to be more effective since it is developed specifically to evaluate the work life of women. The concept of QWL which is specific to women of retail sector provides relevant and valuable information regarding the quality of work life of women. To know what are the problems working women are facing to manage the quality of work life, researcher has tried to study the QWL of women through Wellness Integration Model.

Significance of the Study

This study on quality of work life of women through wellness integration model can help organisation to make required changes in working system so that job satisfaction among women staff increases and administrators can take decisions regarding improvement in Quality of Work life of women.

Research Design

There are 3 types of research design

1. Exploratory
2. Causal
3. Descriptive

The Descriptive Research Design has been used to study the QWL of women through Wellness Integration Model.

Objective of the Study

Primary Objective

- To study the quality of life of women working in retail sector through Wellness Integration Model.

Secondary Objective

- To assess the satisfaction level of women towards their job.

- To come up with strategies to improve quality of work life in retail sector.

Variables of the Study

Study variables are Physical Wellness, Mental and Emotional wellness Spiritual Wellness, Family Wellness, Resources and Infrastructure wellness, Society and Community Wellness, Safety Environment and Energy Wellness

Unit of the Study

As the Working women are the elements of the study, unit of the study is all the women working in retail sector of south west zone of surat city. Researchers have collected the data of women working in retail sector in selected areas of south west zone of surat city.

Sample Selection

Sampling is defined as the process of selecting a sufficient number of elements from the population so that a study of the sample and understanding of its properties would make it possible to generalize such characteristics to the population elements.

Sampling Method: Since population (units of Study) includes all the women working in retail sector in selected areas of south west zone of surat city, so a census survey was very difficult time wise. So, a sample survey has been used to conduct the study.

Sampling Techniques

The non probability sampling is where the elements do not have a known or predetermined chance of being selected as subjects. Convenience sampling method has been used. Data has been gathered of 80 working women

Sources of Data

Data collection remains an integral part of research design and an important aspect of research design. Ability to achieve the research aims and answer the research questions depends on the effectiveness of data collection. There exists many ways in collecting data such as primary and secondary data. For the purpose of this study, primary data were chosen. Primary data refers to data collected by the researcher. Collection of primary data is expensive, time consuming and difficult. But, it is reliable data source since the researcher collects only that much information which is relevant to him. Related data were collected from women working in retail sector of south west zone of surat city

- Primary sources of data.
- All the data are collected from the Mall, departmental stores and supermarket.

Data Collection Method

The personal survey method has been used to collect the primary data. It includes filling up of the structured questionnaires by the respondents and also cross sectional comparison method has been used to verify the correctness of the questionnaire.

For the purpose of this study, Questionnaires have been used as the research instrument. Questionnaires are a set of questions developed to gain necessary data to answer the problem of the study. The advantage of using questionnaires is

the fact that the researcher can collect all the completed responses within a short period of time. In addition to that, administering the questionnaires to a large number of respondents is time efficient as well as less expensive. Open-ended questions, Dichotomous questions, multiple choice questions likert scale questions were used to collect the data.

Data Collection Procedure

In this study, the questionnaire was given to the women working in mall or departmental stores to get them filled up. and they were collected immediately or after one day from the respondent.

Data Collection Instrument

Structured questionnaire has been used to collect the data from the respondent. It includes close ended question, open ended questions, Likert scale questions.

Tools and Techniques of Data Analysis

Frequency distribution and percentage distribution has been used by the researcher for primary data analysis. Weighted average mean has been used for each of the factors related to wellness integration model.

- Primary analysis is done using MS excel software and report is prepared in MS word format.

Major Findings

1. On an average all the women were neutral towards their *Physical Wellness*
2. On an average all the women were neutral towards their *Mental and Emotional Wellness*
3. On an average all the women disagreed to their *Spiritual Wellness*
4. On an average all the women agreed to their *Family Wellness*
5. On an average all the women were neutral towards *Resources and Infrastructure Wellness*.
6. On an average all the women agreed towards *Occupational Wellness*.
7. On an average all the women were neutral towards *Society and Community Wellness*
8. On an average all the women highly agreed to their *Safety Environment and Energy Wellness*

Factors Wise Findings

Physical Wellness

- 37.5% of the women highly agreed to the sufficient rest that is being provided during working hours.
- 28.75% of the women highly disagreed that their organization invites the consulting professional for health related matter.
- 41.25% of the women highly disagreed that they get enough time for doing physical exercise daily.

Mental and Emotional Wellness

- 35% of the women agreed that they are satisfied with the free and leisure hours that they get throughout the day.
- 31.25% of the women agreed that they are satisfied about spending quality time for themselves.
- 30% of the women agreed that they get mental and emotional peace even at the time of long working hours.

Spiritual Wellness

- 42.5% of the women highly disagreed that they go for yoga or meditation to improve spiritual wellness.
- 35% of the women were neutral to their visit to religious places so to maintain spiritual wellness.
- 48.75% of the women highly disagreed that they want to be member of spiritual group.

Family Wellness

- 23.75% of the women highly agreed that they spend quality time with family during weekends.
- 40% of the women agreed that their family is supportive about the overtime in the professional career.
- 36.25% of the women agreed that they time off/leave when they have to give time to the dependent family members.

Resources and Infrastructure Wellness

- 37.5% of the women agreed that the resources in their organization are employed in the effective way to obtain total benefit from it.
- 28.75% of the women highly disagreed that the organisation they work in provides good infrastructure and resources to maintain physical wellness of employees.
- 36.25% of the women highly disagreed to Organisation takes care of the infrastructure and comfort of employees.

Occupational Wellness

- 33.75% of the women highly agreed that their colleagues take care about their duties and responsibility during their absence.
- 33.75% of the women disagreed that the organisation takes care about the interest of employees when delegating duties and responsibilities.
- 41.25% of the women highly agreed that the organisation takes customers feedback.

Society and Community Wellness

- 25% of the women agreed that the expectation from the society is fulfilled when required.
- 31.25% of the women disagreed that they get recognition and appreciation from the society.
- 42.5% of the women were neutral that they frequently attend social function to meet and connect with the society and community.

Safety Environment and Energy Wellness

- 45% of the women agree that every process in the organisation is carried out in the safe manner.
- 32.5% of the women agreed that the organisation takes care about conserving the environment.
- 55% of the women highly agreed that they feel safe and secure in the organisation.

CONCLUSION AND SUGGESTIONS

The study was done to determine the quality of work life through Wellness Integration Model amongst women working in retail sector in selected areas of south west zones of surat city. The study findings show that the nurses have a better physical wellness and well emotional and mental support. The

nurses were found to have provided with all the required resources and infrastructure. Study also revealed that there was a moderate support given by society and community to the nurses and were neutral on spiritual wellness. Thus, 'Quality of work life through Wellness Integration Model' is an important factor that should be considered to improve the working standards of nurses. The working conditions in the hospital are at the satisfactory level. Overall facilities of shift system for the staff, hygienic conditions and wash room facilities should be maintained properly for the healthy environment of the respondents. More spiritual wellness should be provided to increase job satisfaction among nurses. At the institute Nurses have been facing the pressure from the management due to work, so the institute needs to focus on this issue.

Limitations

- Because of the small hospital, respondents were limited, i.e. small sample size.
- Few nurses were not able to understand wellness integration model.

Future Scope of Study

Study can be extended to more hospitals in south west zone of surat city. Comparison can also be made with private and public hospitals in surat city to know the Quality of work life of nurses of Surat City

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