

THE IMPACT OF ROLE VARIABLES IN WORK-FAMILY CONFLICT AMONG MERCHANTISERS OF KNITTING INDUSTRIES IN TIRUPUR DISTRICT

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ABSTRACT

India is known for the family system fortified with human values that are absolutely different from many countries on issues related to work environment and the impact of the same in the family system. After globalization this difference has narrowed down that the HR professionals do face the challenge of coping the work related issues with family routines. Hence this research gap is identified by the researcher, and knitting industries which are the back bone of the south India's economy was selected for the study. The research started with the main objective to find out the extent of the work-family conflict among merchandisers and the impact of the role variables, (Work Role Conflict, Work Time Demands, Work Role Ambiguity, Family Role Conflict, Family Time Demands, and Family Role Ambiguity) on the Family Conflict were considered for study. This descriptive study handled with 605 samples and the tools used for analysis are percentage analysis, Z-Test, ANOVA, Correlation analysis and path analysis. The outcome of the study concludes that Work-Family Conflict of merchandisers are influenced more by Work and Family Role Variables that decrease the job satisfaction and harmony of the family of merchandisers.

KEYWORDS: Globalization, Work-Family Conflict, Merchandisers.