

Analyze the Social Support Factors those inhibit Work-Family Conflict of Merchandisers

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ABSTRACT

This chapter reviews the scientific literature to define social support and the various sources of support. Subsequently, evidence is presented regarding the role that social support plays in the work-family interface and its consequences for the work and nonwork domains of life. Throughout, variances attributed to individual differences are also highlighted. It illustrates the importance of social support in our society is evidenced by the prevalence of research on its nature and its role in people's lives. Busy workers with multiple roles, who are trying to meet numerous expectations, seem to find refuge in one form of support or another through various individuals in their social networks. With the number of dual-career families and single parents increasing, the level of stress in the typical worker's life is also intensified. The better social support is understood, the more guidance and alternatives can be provided to the stressed worker of today. It presents various definitions of social support that is followed by an overview of the sources of support and the types of support provided. The use of support across gender and ethnicity is briefly discussed, particularly as it relates to work-family conflict (WFC). Finally a discussion of the effect of social support on work-family and organizational outcomes follow.

Common causes of stress at work

It's important to recognize the common causes of stress at work so that you can take steps to reduce stress levels where possible. . Workplace stress can be caused by a number of factors – from heavy workloads and over-promotion to bullying and blame culture.

Some common causes of stress in the workplace include:

- Excessively high workloads, with unrealistic deadlines making people feel rushed, under pressure and overwhelmed.
- Insufficient workloads, making people feel that their skills are being underused.
- A lack of control over work activities.
- A lack of interpersonal support or poor working relationships leading to someone feeling alone.
- People being asked to do a job for which they don't have experience or training.
- Difficulty settling into a new promotion, both in terms of meeting the new role's demands and adapting to possible changes in relationships with colleagues.
- Concerns about job security, lack of career opportunities, or level of pay.
- Bullying or harassment.
- A blame culture within your business where people are afraid to get things wrong or to admit to making mistakes.
- Weak or ineffective management which leaves employees feeling they don't have a sense of direction. Or over-management, which can leave employees feeling undervalued and affect their self-esteem.
- Multiple reporting lines for employees, with each manager asking for their work to be prioritised.
- Failure to keep employees informed about major changes to the business, causing them to feel uncertain about their future.
- A poor physical working environment, eg excessive heat, cold or noise, poor lighting, uncomfortable seating, faulty equipment, etc.

Merchandiser

Merchandiser is the interface between Buyer & Exporter. He is the responsible from order analysis to shipment. So Merchandising is the very valuable department in the Apparel Industry. Merchandising is the department which mediates marketing and production departments. Sometimes, merchandising department will have to do costing and pricing also. In any case, the merchandiser is the person whose responsibility is to execute the orders perfectly as per the costing and pricing. So it is a very valuable department.

Work-Family Integration:

To adequately understand the work-family interface, it is necessary to understand why problems with integrating the work and family domains of life arise and what consequences result from a lack of work-family integration. As well, insight into the role of moderating variables is important. The second section of this volume is devoted to examining these matters. Among the eight chapters in this section are two that review the empirical research regarding the antecedents and outcomes of role overload and of positive spillover, respectively. Three other chapters look at the outcomes associated with the work-family interface in the work domain, the family domain, and the health and well-being domain. Men and women do not experience the work-family interface similarly, nor do parents and people who do not have children. Moreover, not all men and women are alike nor are all mothers and fathers. The final three chapters in this section address these issues by focusing on gender, motherhood, and fatherhood as moderating variables.

Individual Differences

Individual differences are the more-or-less enduring psychological characteristics that distinguish one person from another and thus help to define each person's individuality. Among the most important kinds of individual differences are intelligence, personality traits, and values. The study of individual differences is called differential or trait psychology and is more commonly the concern of personality psychologists than social psychologists. Individual differences are neither a fiction nor a nuisance; they are enduring psychological features that contribute to the shaping of behavior and to each individual's sense of self. Both social and applied psychology can benefit by taking these enduring dispositions into account.

How individuals differ in traits such as skills, aptitudes, and abilities to learn and perform. Learners may vary in their personalities, motivations, and attributions for their successes and failures when learning—all of which may affect how and why they learn. Additionally, they differ in their preferences for learning and their willingness to learn. Some traits may be more adaptive, whereas others are stable and less malleable, or resistant to change, especially as an individual matures to adulthood. Examples of stable traits are gender, culture, and race. Even education and age are considered as stable traits. Traits that may be more malleable, or adaptive, could include effort and attributions of success and failure, among others. Individual differences may be considered in making the learning environment educationally appropriate, interesting, and relevant.

Social Support Systems as Resources

Social support, a resource for coping, is important for adjustment. People seek advice from others, emotional support from others, and others provide opportunities for distracting activities. People with high levels of social support from family, friends, and/or the community may experience less stress and cope more effectively than people without strong support networks.

Social support has been found to be a valuable resource for people undergoing stress. Social support has been defined as efforts to aid individuals or that encourage their sense of attachment to significant groups. Those who have more social support have been found to have greater wellbeing and physical health, and to be less negatively affected by stressful circumstances. The acquisition and maintenance of social support is seen as part of a caravan of resources that people acquire across the life span. Further, the use of social support is dependent in part on possessing other resources that enable support's more effective impact. Research further indicates that both the perceptions of support and its actual receipt are important, indicating that support's availability may serve as a resource, even if sources of support are not called on for assistance.

OBJECTIVES OF THE STUDY

1. To analyze the social support factors those inhibit work-family conflict of merchandisers.

Analysis of Social Support Factors

The objective is framed to know the extent of Social Support from work and family of merchandisers of Tirupur. Social Support indicators are measured on a four point Likert scale by the statements.

WORK SOCIAL SUPPORT

In the first step the researcher attempted to convert the scores into percentage value for the corresponding factors and analyzed to what extent the respondents weighed those factors in assessing their Work Social Support. The questions are framed regarding support concepts.

Table 5.57.- Percentage Analysis of Work Social Support

Variables	Mean	Std. Deviation	Total Score	Observed Score	Percentage
Good Friends at Work Place	3.3636	.48487	2420	2035	84.09
Peer Group help in Absence	2.0545	.38429	2420	1243	51.36
Trustful Peer Group	3.2661	.44602	2420	1976	81.65
Participative Decision Making	3.0231	.28678	2420	1829	75.58
Help from Superior	3.0992	.31001	2420	1875	77.48
Leave Offered	1.9355	.76393	2420	1171	48.39
Supportive Policies	2.8777	.33293	2420	1741	71.74
Support from Subordinates	3.0810	.32813	2420	1864	77.02
Adequate Amenities at Work Place	3.0264	.18901	2420	1831	75.66
Democratic Leadership	2.4248	.61417	2420	1558	64.38
Average			2420	1712	70.74

Human is a social mortal. He needs physical, emotional, and psychological hold in every situation. Amenities like, communication facilities, electronic equipment facilities, transportation facilities and the basic safety, health, welfare facilities are highly good in knitting industries. In work place, merchandisers are unique with their work schedule, since it is the buyer based and order based work. So in absence of a merchandiser the work sharing among the peer group is not possible, since they might be also busy with their own unique work schedule. Only half of the respondent group gets support from the peer group (51.36%). Help from the superiors and also from subordinates with whom the most of the interaction happen at the work place is good. 64% of merchandisers are enjoying democratic leadership at their work place. So the participative decision making is also high (75.58%). But the leave facilities are less (48.39%) since it is the order based and time based work. As replacements are difficult to find, their presence at their work is mandatory. This situation fails to provide leave facilities to the merchandisers. From the percentage score of the Work Social Support statements it is inferred that their Work Social Support is above average.

FAMILY SOCIAL SUPPORT

The table shows the extent the respondents weighed family social support factors in assessing their Family Social Support. The questions were framed regarding support concepts.

Table 5.58.- Percentage Analysis of Family Social Support

Variables	Mean	Std. Deviation	Total Score	Observed Score	Percentage
Understanding of Family Members	2.2529	.54333	2420	1363	56.32
Sharing Responsibilities by Spouse	3.0496	.22476	2420	1845	76.24
Family Support	2.2000	.51275	2420	1331	55.00
Cooperative Children	2.1620	.54306	2420	1308	54.05
Supportive Elders	3.0479	.32958	2420	1304	53.88
Adjustment of Family Members	2.5785	.58897	2420	1560	64.46

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Valid N (list wise)			2420	1451.33	59.99

Family, the social system is the societal status to the individual. The family members, who can understand the situation, adjust the merchandisers and support them too. But it is average and most of the situations of merchandisers are simply moving out in the family without understanding and adjustments. The respondents are earning couple, where husband and wife might be busy with their family commitments. The sharing of the responsibility is almost good (76.24%). Children of earning couple may expect more care from parents and of course the parental hood should be responsible with great commitment to improve the next generation. But the merchandisers mostly fail and the cooperation from the children is found to be average. Majority is from nuclear family; the joint family types alone get the support from elders (53.88%). In needed busy schedules the merchandiser is mostly missing his family commitments, and those situations are adjusted by the other family members. In total the family social support of merchandisers is above average (59.99%).

Suggestion

Work Social Support

- ♣ The percentage of leave offered to the merchandisers is poor (48.39%). In absence of the individual the work sharing of peer group is average (51.36%).
- ♣ Help from superior, supportive policies, amenities at work place are scoring high.
- ♣ More than sixty percentage of the respondents are enjoying democratic leadership at work place. Participative decision making among merchandisers also high.
- ♣ Peer group is highly trustful but their helping tendency is average.
- ♣ The Work Social Support of merchandisers of merchandisers of knitting industries of Tirupur is almost good (over all % value is 70.74%).

Family Social Support

- ♣ The percentage of sharing responsibilities by spouse is above average (76.24%).

Understanding of family members, family support, cooperation from children and supportive elders are scoring average.

CONCLUSION

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