



Exploring Perceptions of Married Women's Employment in the Service Industry: A Case Study of Jaipur Region

Reena Sharma^{1*}

¹*Research Scholar, Management Studies, VGU, Jaipur*

ABSTRACT

In modern India, urban working women have emerged as educated, independent, employed individuals who exhibit high levels of alertness and energy. They are making significant strides in various fields, challenging traditional gender roles. However, despite their efforts to maintain a balance between their familial duties and professional obligations, the question remains: to what extent have women truly achieved gender equality and empowerment? This study aims to explore the reactions of families towards married women working in the service sector, shedding light on the key challenges faced by female employees' post-marriage. The study collected primary data from different regions of Jaipur, encompassing women employed in the government sector, private school teachers, private banking staff, and private medical working staff. The research findings reveal contrasting attitudes among families. While affluent families in rural areas discourage women from working after marriage, low-income and medium-income families appreciate their employment due to financial responsibilities, especially in the aftermath of the COVID-19 pandemic. Women working in the government sector enjoy better societal recognition compared to those employed in the private sector. Overall, family attitudes towards female employees have undergone positive changes and improvements over time. However, challenges such as gender-based inequality in the workplace and financial disparities persist. This study underscores the importance of understanding the evolving dynamics surrounding women's employment and the crucial role that families play in shaping their experiences. By shedding light on these issues, the research aims to contribute to ongoing efforts towards achieving gender equality and empowerment for women in the service industry.

Keywords: Family Attitude, Married Female Employees, Jaipur, Service Sector

1. Introduction

India, a society traditionally dominated by males, has witnessed significant changes over time, from ancient periods to the present day. In the modern era, women have become increasingly educated and independent. However, this transformation is primarily observed in urban areas, where women not only receive education but also possess awareness of their rights. The contemporary society provides numerous employment opportunities for women across the country, but these opportunities come with a multitude of responsibilities. As a result, women face considerable challenges in maintaining a balance between their professional duties and personal obligations. The progress of any society depends on the contributions of both women and men. Thus, society cannot afford to overlook the role of women, as they play a crucial part in the economic and social growth and development. Rising living costs, escalating education expenses for children, and the overall high cost of living compel families in India to seek additional sources of income. Consequently, women are compelled to enter the workforce. Presently, women contribute to various sectors such as the military, healthcare, education, law, banking, and hold high-level corporate positions. However, it is not uncommon for women to face unequal treatment in the workplace. Nowadays, women devote more time to job-related responsibilities than household chores.

Working women in India encounter a multitude of challenges compared to their counterparts in other parts of the world. In Indian society, men are still perceived as the primary decision-makers within families. Thus, working women often encounter difficulties in managing their professional careers while simultaneously shouldering responsibilities in their personal lives, such as household chores, childcare, and family obligations. This imbalance creates obstacles for women, both personally and professionally. Furthermore, many women continue to reside in joint families with their in-laws, adding to their stress levels as they strive to care for every family member and meet their expectations. The pressures and responsibilities from family and work often lead to job changes or even leaving the workforce altogether, resulting in increased stress and instances of depression among women. The challenges faced by working women can be broadly categorized into two main areas: workplace problems and family problems. Workplace issues encompass gender bias, physical and mental harassment, unequal pay, insufficient maternity leaves, leadership dynamics, relationships with colleagues, and transportation

problems. On the other hand, family-related challenges include time management, responsibilities towards children and family members, health-related issues, and business travel, among others. This study aims to highlight the specific problems faced by married women in various sectors, whether in the private or government sector.

By examining the difficulties encountered by married women in the workforce, this research seeks to shed light on the multifaceted challenges they face within both professional and personal realms. Understanding these issues is crucial for developing strategies and interventions that can improve the overall well-being and work-life balance of married women in different sectors of employment.

2. Literature Review

Bebina Devi et al has done a comparative study of private sector and public sector women employees and it was find that the workplace work not managed due to the household disturbances. It was also found that in comparison to government sector working women the private sector working women get salary on time. This problem increases the economic problem of the working women and this puts a adverse effect on the performance of the working women.

Ahmed Al-Asfour et al studied on the challenges and barriers faced by the Saudi's working women. The barriers includes the gender inequality at the workplace, less job opportunities, lack of mobility, excessive work pressure due to lack of family work balance. This research was done to point out the issues faced by the working women for give the support in the career advancement of the working women.

Salma Amin Rattani et al research aimed to know the working and non working women role in the society. In the research the data was collected from the working and non working women by classified them on the socio-economic base. And it was find that the women plays three type of roles in the society which are familial, financial supporter and socio-political roles.

Ali Raza Memon et al studied about the work life balance of the married working women works in the education sector. And the findings reveals that married working women feels stressed, burden, anxiety and they also don't have proper time for household chores and all this happens due to the more working hour, overtime, family members negative attitude as well as the supervisors negative attitude and the most important the household work.

Rouf Ahmed Bhat et al studied that education is the base of the women empowerment. As we all know that the women is playing a important role in building a progressive society. Educated women reduce the inequalities between the men and women and encourage the women in the participation in decision making.

Dr. Anuj Williams et al studied about the impact of work life balance on lecturers jobs in government and private universities and colleges in the Rajasthan. The data is collected by keeping in mind the demographic factor and the factors which affect the job satisfaction. The factors are working hours, working conditions, WLB programs, employee intention to change job, family support and job stability.

3. Research Methodology

Research Design:

This study utilizes a survey-based research design to investigate the attitudes of society and family members towards working women. The objective is to gain insights into the prevailing thoughts and perceptions surrounding women's employment.

Sampling:

The research area focuses on the Jaipur Region, encompassing both urban and rural settings. The target population consists of women employed in the service industry, including teachers, administrative workers, hospital staff, and other relevant professions. A purposive sampling technique will be employed to select participants who meet the criteria of being working women in the specified industries.

Data Collection:

Primary data will be collected through a structured survey questionnaire. The questionnaire will be designed to capture the attitudes of society and family members towards working women. It will consist of 26 questions specifically developed for this study. The questions will cover various aspects such as perceptions, beliefs, societal expectations, and potential challenges faced by working women.

Survey Administration:

The survey will be administered in-person or through online platforms, depending on the convenience and preference of the participants. In the case of in-person administration, trained researchers will visit the workplaces of the participants or other suitable locations to distribute and collect the surveys. For online administration, a secure online survey platform will be utilized, ensuring data privacy and anonymity.

Data Analysis:

The collected survey data will be subjected to quantitative analysis. Statistical techniques such as descriptive statistics, frequency analysis, and cross-tabulations will be employed to analyze the responses. The analysis will focus on identifying patterns, trends, and significant findings related to societal and familial attitudes towards working women.

Ethical Considerations:

Ethical guidelines will be followed throughout the research process. Informed consent will be obtained from all participants, ensuring their voluntary participation and confidentiality of their responses. The study will comply with relevant data protection regulations and guidelines.

Limitations:

It is important to acknowledge some potential limitations of the study. Firstly, the research is limited to the Jaipur Region and may not be representative of the entire country. Secondly, the survey relies on self-reported responses, which may be subject to social desirability bias. Despite these limitations, the study aims to provide valuable insights into the prevailing attitudes towards working women in the specified region. By employing a comprehensive

research methodology, this study endeavors to contribute to the understanding of societal and family perspectives on women's employment, shedding light on the challenges and opportunities faced by working women in the service industry.

4.Result and Discussion

The survey included a series of questions aimed at understanding the perspectives and experiences of working women in various aspects of their professional and personal lives. The following results and discussions highlight some key findings from the survey.

Salary Satisfaction:

Graph 1 displays the results of the first question regarding salary satisfaction among working women. The majority of respondents expressed high levels of satisfaction, with the highest number of women selecting the "excellent" option. This indicates that a significant portion of working women is content and feels positively about their salary.

Bonus Perception:

The second graph presents the findings related to the question about bonuses received by working women. The results show that a significant number of women chose the "neutral" option, indicating that they neither feel positively nor negatively about the bonuses they receive. This suggests that there is room for improvement in terms of the bonus structures offered to working women, as they appear to have mixed feelings regarding this aspect of their compensation.

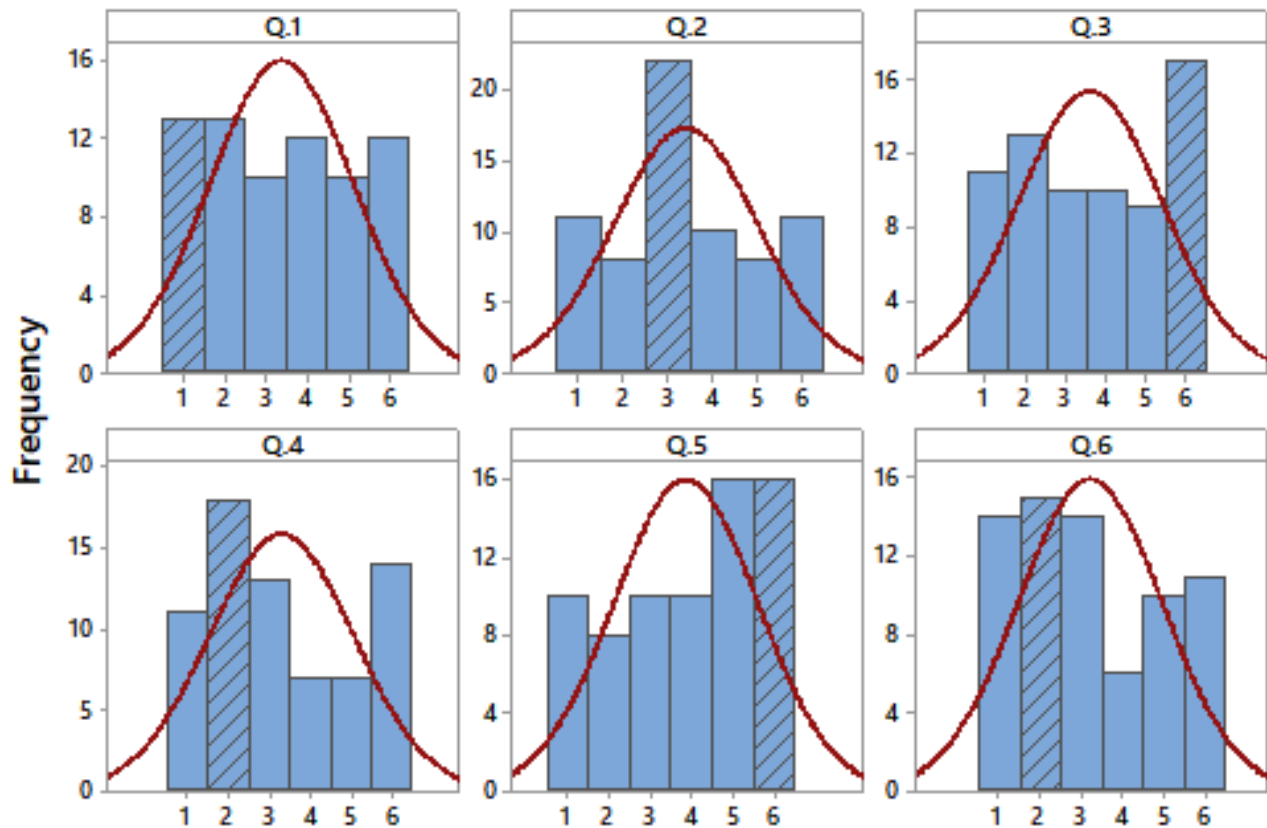


Figure 1 Histogram for Q.1 to Q.6

Link between Salary and Performance:

Graph 3 illustrates the responses to the question regarding the relationship between salary and performance. The findings reveal that a considerable proportion of working women expressed dissatisfaction with their salary, particularly in relation to the work they contribute. This implies that many women feel that their salaries do not adequately reflect their performance or the efforts they invest in their work.

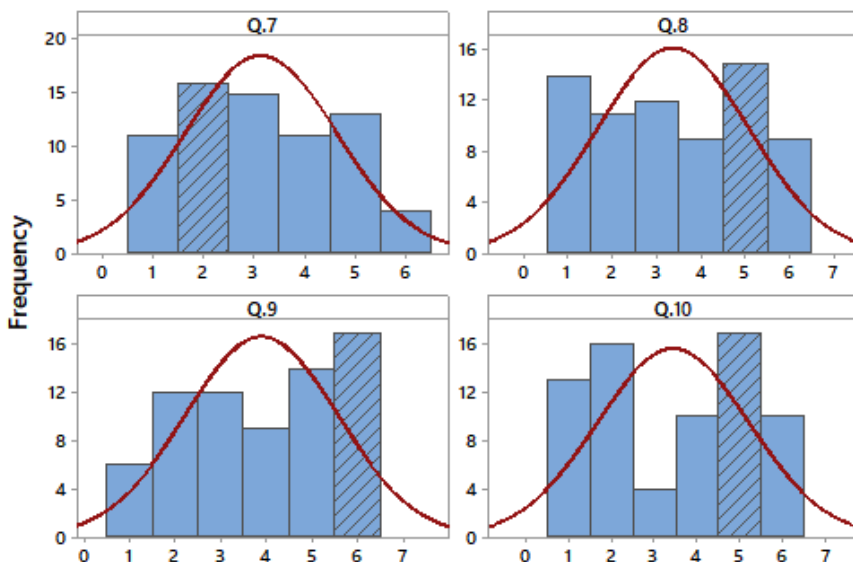


Figure 2 Histogram for Q.7 to Q.10

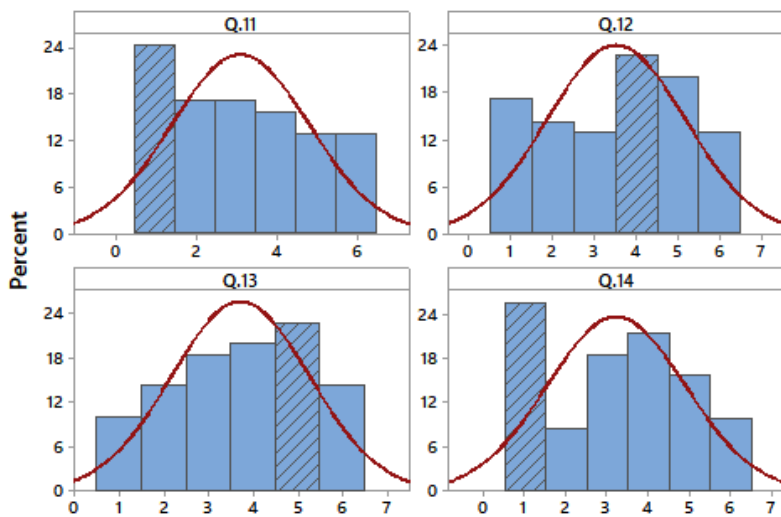


Figure 3 Histogram for Q.11 to Q.14

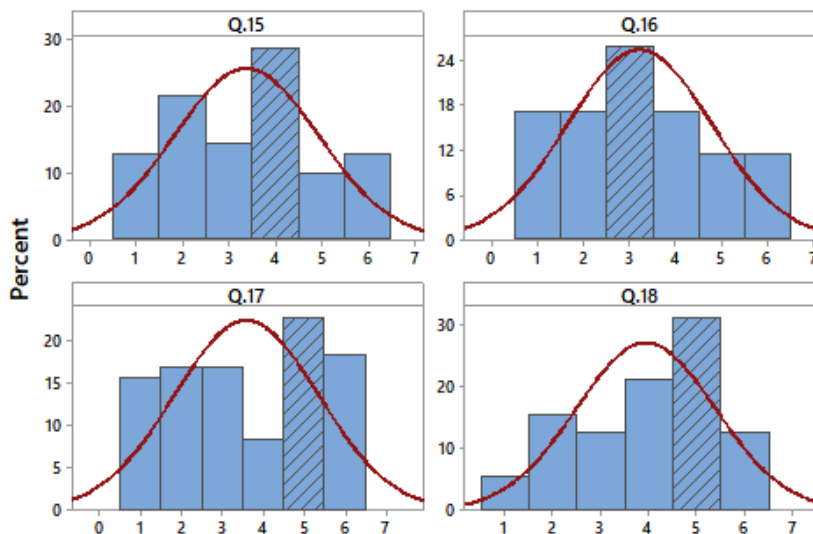


Figure 4 Histogram for Q.15 to Q.18

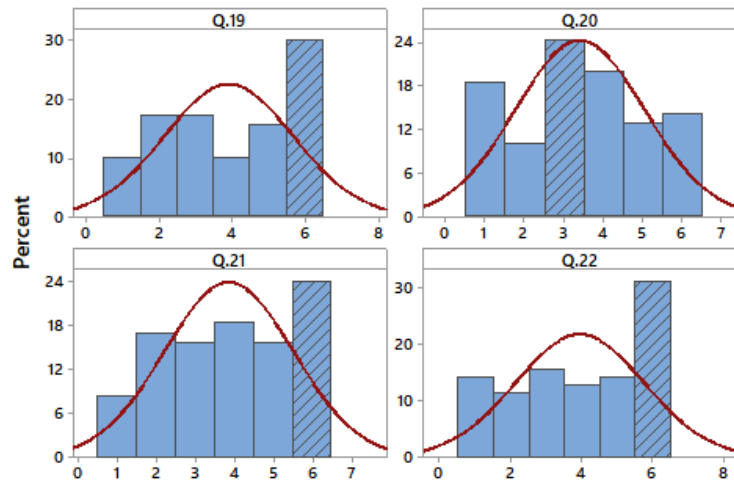


Figure 5 Histogram for Q.19 to Q.22

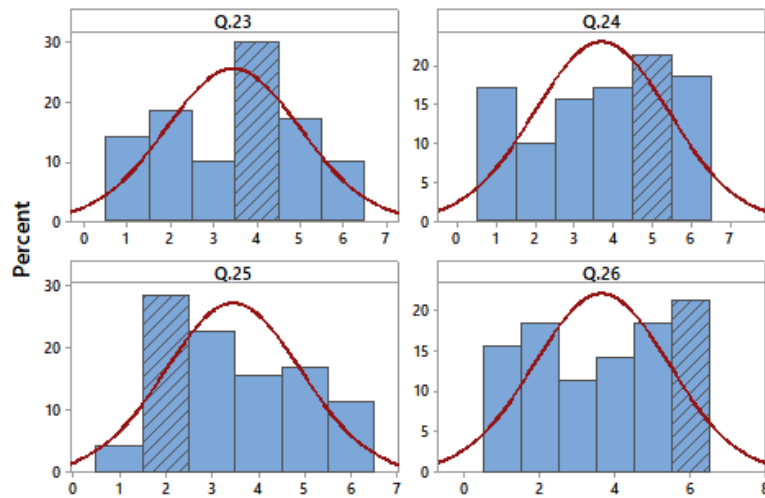


Figure 6 Histogram for Q.23 to Q.26

The results obtained from these questions provide valuable insights into the perspectives and experiences of working women in the surveyed population. The high level of salary satisfaction indicates that a significant number of women are content with their current income levels. However, the mixed feelings regarding bonuses highlight the need for employers to assess and potentially revise their bonus structures to align them more closely with the expectations and needs of working women. Furthermore, the dissatisfaction expressed by many women regarding the link between salary and performance suggests that there may be room for improvement in terms of salary structures, ensuring fair compensation for the work and contributions of female employees. Employers and organizations should consider conducting salary reviews and evaluations to address this issue and promote gender equality in remuneration.

It is important to note that these results are specific to the surveyed population in the Jaipur region and may not be representative of the entire country. However, they provide valuable insights into the perspectives of working women in the service industry in this particular area. The findings related to salary satisfaction, bonuses, and the link between salary and performance emphasize the need for ongoing efforts to promote fair and equitable compensation practices for working women. By addressing these concerns, organizations can foster a more inclusive and supportive work environment that recognizes and rewards the contributions of women in the service industry.

Table 1 Descriptive statistics analysis f Q.11 to Q.26

Variable	Total	Mean	SE Mean	TrMean	StDev	Variance	Mode	Kurtosis	MSSD
Q.11	70	3.143	0.207	3.097	1.73	2.994	1	-1.21	3.348
Q.12	70	3.529	0.199	3.532	1.666	2.775	4	-1.19	2.819
Q.13	70	3.743	0.186	3.774	1.557	2.426	5	-1.01	1.964
Q.14	70	3.229	0.202	3.194	1.687	2.846	1	-1.21	3.174
Q.15	70	3.4	0.187	3.387	1.564	2.446	4	-0.98	2.558
Q.16	70	3.229	0.189	3.194	1.58	2.498	3	-0.91	2.688
Q.17	70	3.614	0.212	3.629	1.772	3.139	5	-1.41	3.601
Q.18	70	3.957	0.174	4.016	1.459	2.129	5	-0.84	2.058
Q.19	70	3.943	0.212	4	1.777	3.156	6	-1.4	3.101
Q.20	70	3.414	0.197	3.403	1.646	2.71	3	-1.03	2.754
Q.21	70	3.886	0.199	3.935	1.664	2.769	6	-1.22	2.732

Variable	Total	Mean	SE Mean	TrMean	StDev	Variance	Mode	Kurtosis	MSSD
Q.22	70	3.957	0.219	4.016	1.829	3.346	6	-1.32	3.558
Q.23	70	3.471	0.187	3.468	1.567	2.456	4	-1.07	3.051
Q.24	70	3.714	0.208	3.742	1.737	3.019	5	-1.21	2.848
Q.25	70	3.471	0.175	3.452	1.462	2.137	2	-1.06	1.942
Q.26	70	3.657	0.215	3.677	1.801	3.243	6	-1.42	3.333

The first set of questions (Q.1 to Q.10) examined various aspects related to salary, bonuses, job security, and work environment. The mean scores for these questions ranged from 3.157 to 3.914, indicating a generally positive perception among the participants. The highest mean score of 3.914 was observed for Q.9, which assessed the connection with male superiors, suggesting that many women feel they have positive relationships with their male superiors. Conversely, the lowest mean score of 3.157 was recorded for Q.7, which explored job security, indicating a slightly lower perception of job stability among the participants. The second set of questions (Q.11 to Q.26) focused on attitudes and perceptions related to family support, societal expectations, and freedom of decision-making. The mean scores for these questions ranged from 3.143 to 3.957, reflecting relatively positive perceptions overall. Among these questions, Q.18 obtained the highest mean score of 3.957, indicating that the participants perceived a relatively high level of freedom in making decisions regarding home renovations or goods purchases. Conversely, Q.14 obtained the lowest mean score of 3.229, suggesting that there may be room for improvement in the attitudes of husbands regarding their wives' education.

Overall, the results suggest that the participants generally had positive perceptions regarding their salary, bonuses, job security, work environment, and family support. However, there were some areas for improvement, such as enhancing job security and addressing certain societal expectations and attitudes. It is worth noting that the mean scores for all the questions fell within a relatively narrow range, indicating a consistent pattern of responses. The standard deviations were also relatively low, suggesting that the data points were relatively close to the mean for each question. This indicates a certain degree of agreement among the participants in their responses.

The mode, which represents the most frequently selected response, varied across the questions. The modes ranged from 1 to 6, suggesting that participants' opinions and perceptions varied across different aspects examined in the survey. Furthermore, the skewness and kurtosis values were not provided in the table. These measures can provide insights into the shape and distribution of the data. If available, they could offer additional information regarding the distribution patterns and potential biases in the responses. It is important to acknowledge the limitations of the study, such as the specific sample from the Jaipur region and the potential for response bias. Nonetheless, the findings provide valuable insights into the perceptions and attitudes of working women in the service industry in relation to various aspects of their professional and personal lives. These insights can serve as a basis for organizations and policymakers to address any gaps or concerns and create a more supportive and inclusive environment for working women.

5. Conclusion

The present research paper aimed to investigate the attitudes and challenges faced by married women working in the service industry, particularly in the Jaipur region. Through a survey-based approach, the study explored various aspects related to salary satisfaction, bonuses, job security, work environment, family attitudes, and freedom of decision-making. The findings revealed that the majority of working women expressed satisfaction with their salary, indicating that they were content with their current income levels. However, there were mixed feelings regarding bonuses, suggesting the need for employers to reassess and potentially improve their bonus structures to better align them with the expectations and needs of working women.

Furthermore, the study highlighted a perceived discrepancy between salary and performance among many participants, indicating a need for fairer and more equitable compensation practices. This finding underscores the importance of organizations regularly reviewing salary structures to ensure that female employees receive appropriate recognition and rewards for their contributions. The research also shed light on the attitudes of family members and society towards working women. While there were positive indications of support and freedom in decision-making regarding home renovations or goods purchases, certain areas, such as societal expectations regarding education and attitudes of husbands, revealed opportunities for improvement. Addressing these areas can contribute to a more inclusive and supportive environment for working women.

The research has provided valuable insights into the experiences and perceptions of married women in the service industry, emphasizing the need for continuous efforts to promote gender equality, fair compensation, and supportive work environments. These findings can guide organizations, policymakers, and stakeholders in implementing policies and practices that enhance the well-being and empowerment of working women. It is essential to acknowledge the limitations of the study, such as the specific focus on the Jaipur region and the potential for response bias. Future research should aim to include a more diverse sample across different regions of the country to provide a more comprehensive understanding of the challenges and attitudes faced by working women in India. Overall, this research contributes to the existing literature on gender equality and women's empowerment in the service industry. By addressing the identified challenges and promoting supportive environments, organizations and society as a whole can work towards creating equal opportunities and recognizing the valuable contributions of married women in the workforce, fostering a more inclusive and progressive society.

REFERENCES

- [01] Bebina, Arambam & Singh, S. (2015). Problem of Working Women: A comparative study of Government and Private Women Employee in Lilong Chajing, Manipur. *International Journal of scientific research and education* ISSN (e)2321-7545. Volume 3.4638-4644. 10.18535/ijre/v3i11.07.
- [02] Al-Asfour, A., Tlaiss, H.A., Khan, S.A. and Rajasekar, J. (2017), "Saudi women's work challenges and barriers to career advancement", *Career Development International*, Vol. 22 No. 2, pp. 184-199. <https://doi.org/10.1108/CDI-11-2016-0200>

-
- [03] Rattani, Salma. (2012). Working and Nonworking Women's Descriptions and Experiences of their Roles in Society. *Journal of Humanities and Social Sciences*. 2. 230-239.
- [04] Raza, Ali. (2019). Work Life Balance Of Working Women In Education Sector : A Case Study Of Naushahro Feroze And Mirpurkhas. *International Case Studies Journal*. 6. 27.
- [05] Rouf Ahmad Bhat (2015). Role of Education in the Empowerment of Women in India. *Journal of Education and Practice*. 6. 10
- [06] Dr Anuj Williams (2015). A comparative study on impact of work life balance on lecturers job satisfaction working in government and private universities & colleges in Rajasthan. *International journal of innovation in engineering research & management*. 6. 01