

A Study On Work Life Balance In Employee Satisfaction, Training And Development In The Private Sector Bank With Reference To Coimbatore City

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Abstract- *Maintaining a healthy work-life balance (WLB) has become a critical factor influencing employee satisfaction, productivity, and overall organizational success in the fast-paced and demanding private banking industry. This study looks at how training and development (T&D) programs in private sector banks in Coimbatore, India, relate to work-life balance and employee satisfaction. Because banking is a high-pressure industry, employees frequently find it difficult to strike a balance between work and personal obligations, which can affect engagement, retention, and job satisfaction. The study investigates the impact of organizational policies, important variables influencing work-life balance, and the degree to which good training and development initiatives can improve worker well-being. Data is gathered from workers at different private banks in Coimbatore using a mix of qualitative and quantitative approaches to evaluate how they view WLB and how it affects their involvement in training initiatives and job satisfaction. It is anticipated that the study's conclusions will give bank executives and legislators important information for creating policies that promote a more encouraging workplace. Organizations can improve employee morale, lower attrition, and increase overall productivity by tackling work-life balance issues and enhancing training programs. This study emphasizes the necessity of balanced work patterns to ensure sustainable organizational growth and adds to the larger conversation on employee well-being in the banking sector.*

I. INTRODUCTION

In today's fast-paced and highly competitive business environment, maintaining a healthy work-life balance (WLB) has become a critical concern for both employees and organizations. Particularly in the banking sector, where the nature of work is demanding and often stressful, understanding the impact of work-life balance on employee satisfaction, training, and development is crucial for ensuring long-term success and well-being of the workforce.

Work-life balance refers to the equilibrium between an individual's work and personal life, where employees can effectively manage their professional responsibilities while having time for personal and family commitments. In the private banking sector, where employees face high work pressure, long hours, and performance targets, the implementation of work-life balance strategies is increasingly being viewed as an important factor influencing employee satisfaction, retention, and productivity.

Coimbatore, which is well-known for its quick economic expansion and growing number of financial establishments, offers an intriguing backdrop for analyzing the ways in which work-life balance programs enhance workers' general contentment and wellbeing. Employees frequently deal with increased job demands that might upset work-life balance as the banking industry experiences major changes driven by technology and client expectations. In order to create a supportive environment that encourages WLB and, eventually, increases job satisfaction, this study intends to investigate how good training and development programs can be extremely important.

II. REVIEW OF LITERATURE

(Hariri 2024), highlights that a positive work-life balance significantly boosts employees' overall well-being, leading to improved job satisfaction and productivity. Similarly, emphasizes that training and development are vital for enhancing organizational performance and serve as key strategies for influencing employee retention. Further, identifies organizational culture, leadership behavior, job characteristics, work environment, compensation and benefits, and employee training as significant positive factors affecting employee satisfaction in private commercial banks.

Fakhre AlamSiddiqui, Hammad Zafar & Janat UIFerdos (2024)The literature emphasizes how important training is for improving work satisfaction, staff retention, and overall

organizational success—especially in the banking industry. Research shows that even while training is expensive, it lowers employee turnover by increasing motivation and job satisfaction. Because contented workers are more likely to stick with a company, research based on Herzberg's and Human Capital theories shows that training increases retention while lowering turnover. Additionally, work-life balance, communication, and leadership are important aspects of job satisfaction that affect retention. Training improves work performance, which in turn promotes retention, according to empirical research from Vietnam and Adamawa.

(Jain and Rai 2023) work-life balance is a critical factor in determining employee satisfaction in the private sector banking industry (Kumar et al., 2020). Employees who experience work-life balance are more likely to be satisfied with their jobs and have higher levels of well-being. Training and development programs also play a crucial role in promoting work-life balance and employee satisfaction. Moreover, leadership support and organizational culture are critical factors in promoting work-life balance and employee satisfaction.

(Sunyoto & Saksono 2022), in the context of employee loyalty, social exchange theory identifies key factors, such as compensation, career development, and work-life balance. Fair and adequate compensation can increase job satisfaction and, directly, affect employee loyalty. Career development is also a driver of job satisfaction and loyalty. Work-life balance also has a significant impact on job satisfaction and employee loyalty. A few studies support the role of job satisfaction as a mediator, showing that companies can increase employee loyalty by understanding and fulfilling these factors, as well as ensuring satisfaction with the rewards given and balance between work and personal life.

III. OBJECTIVES OF STUDY

To identify the relationship between work life balance and employee satisfaction in private bank.

- To identify the key factors affecting work life balance in private sector banks.
- To analyse the factors influencing work style and lifestyle of the employees of private banks.
- To assess the role of training and development programs in improving employee satisfaction.
- To evaluate the influence of work life balance policy on employee development.

IV. SCOPE OF THE STUDY

In private sector banks, employee training, growth, and satisfaction are all greatly affected by work-life balance. Giving it priority in high-pressure settings boosts job satisfaction, alleviates stress, and enhances workplace morale. Reduced stress levels result in enhanced participation in training programs and better learning outcomes. Flexible work arrangements, leave policies, and wellness programs can help reduce burnout. Workers who have a well-balanced work-life dynamic show greater motivation, engagement, and commitment. A supportive workplace cultivates feelings of respect and worth among employees.

V. STATEMENT OF THE PROBLEM

Private sector banks experience strong pressure to enhance productivity, fulfill customer expectations, and increase profits. This often leads to heavy workloads and job-related stress. A crucial aspect of job satisfaction and organizational efficiency has become work-life balance. Even though it is acknowledged to be important, its effect on training programs and satisfaction has not been thoroughly investigated. With the expansion and innovation of banks, employees find it challenging to maintain a work-life balance, which impacts their job engagement and retention. To create a healthier work environment, it is essential to address these challenges. Taking a balanced approach can improve both workers' well-being and performance as a whole.

VI. NEED FOR THE STUDY

In today's banking industry, workers in private banks frequently face heavy workloads, extended hours, and performance demands. These factors can greatly affect their work-life balance and overall job satisfaction. To guarantee the well-being of employees, alleviate stress, and boost productivity, it is vital to preserve a work-life balance. To create effective workplace policies, it is increasingly important to comprehend how work-life balance and employee satisfaction are connected in the context of private banks. By determining the main aspects that influence work-life balance, organizations can adopt measures that foster their employees' well-being and at the same time enable them to keep operating efficiently.

VII. LIMITATIONS OF THE STUDY

Long working hours, heavy workloads, and rigid schedules contribute to stress and burnout in Coimbatore's private banking sector. Job satisfaction is further affected by the limited flexibility of training programs and the absence of managerial support for flexible work policies. Due to job insecurity, employees are compelled to place work above their

personal lives, and the relentless progress in technology necessitates ongoing education. Intense rivalry in the market and client expectations contribute to job pressure. Employees with dependents are affected by limited work-from-home options and the lack of family-friendly policies. Involvement in development programs is held back by poor time management resulting from heavy workloads. It is essential to tackle these issues in order to enhance employee well-being.

VIII. RESEARCH METHODOLOGY

Research involves a methodical and scientific quest for knowledge and relevant information regarding a specific task. It entails the examination and evaluation of information to uncover new understandings in any domain. The term research methodology denotes the organized method employed to address research issues efficiently. To guarantee transparency and assessment, a researcher must give reasons for their methodological choices. For a research study to be successful, it is essential to adopt the appropriate methodology.

The research methodology for this study on work-life balance, employee satisfaction, and training and development in private sector banks in Coimbatore City involves a systematic approach to data collection, analysis, and interpretation.

SOURCE OF DATA

- Primary data
- Secondary data

PRIMARY DATA

Primary data is a type of data that is collected by researchers directly from main sources through surveys. Primary data are usually collected from the source where the data originally originates from and are regarded as the best kind of data in research.

SECONDARY DATA

Secondary data is research data that has previously been gathered and can be accessed by researchers. The term contrasts with primary data, which is data collected directly from its source.

DATA COLLECTION

This Study was based on primary data, which was collected through structured questionnaire from employees of private sector banks in Coimbatore city.

AREA OF STUDY

This study focuses on work-life balance, employee satisfaction, and training and development in private sector banks, with specific reference to Coimbatore City. Coimbatore, a major financial and industrial hub in Tamil Nadu, has a growing number of private banks that play a crucial role in the region's economy. Employees in private sector banks often face challenges related to long working hours, high workloads, and job-related stress, making work-life balance a significant factor in their job satisfaction and overall well-being.

SAMPLING TECHNIQUE

Convenience sampling technique is used here. When population elements are selected for inclusion in the sample based on the ease of access, it can be called as convenience sampling.

SAMPLE SIZE

The respondents are selected based on Convenience sampling technique. 140 respondents are taken as sampling data.

IX. RESEARCH FINDINGS

SIMPLE PERCENTAGE ANALYSIS

| INTERROGATIONS | RESPONSE | FREQUENCY | PERCENTAGE |
|----------------|-------------|-----------|------------|
| Gender | Male | 92 | 67.6% |
| | Female | 48 | 32.4% |
| | Total | 140 | 100% |
| Age Group | Below 18 | 8 | 7.3% |
| | 18-30 | 94 | 67.1% |
| | 30-40 | 20 | 14.3% |
| | 40-50 | 16 | 11.4% |
| | ABOVE 50 | 10 | 7.1% |
| | Total | 140 | 100% |
| marital status | Married | 34 | 24.3% |
| | Unmarried | 106 | 75.7% |
| | Total | 140 | 100% |
| income | 20000-40000 | 90 | 64.3% |

| | | | | | | | |
|---|-------------------|-----|-------|--|------------------------|------|-------|
| | 40000-60000 | 44 | 15.7% | work schedule and task management. | control at all | | |
| | 60000-75000 | 28 | 10% | | Little control | 28 | 20% |
| | ABOVE 75000 | 28 | 10% | | Neutral | 68 | 48.6% |
| | Total | 140 | 100% | | Some control | 20 | 14.3% |
| Satisfied with the flexibility of your work schedule. | Very dissatisfied | 26 | 18.6% | Long working hours and job demands affect your personal relationships and social life. | Full control | 8 | 5.7% |
| | Dissatisfied | 12 | 8.6% | | Total | 140 | 100% |
| | Neutral | 62 | 44.3% | | Never | 6 | 11.4% |
| | Satisfied | 32 | 22.9% | | Once in a while | 30 | 21.4% |
| | Very satisfied | 8 | 15.7% | | Sometimes | 76 | 54.3% |
| | Total | 140 | 100% | | Often | 16 | 11.4% |
| Feel that workload is manageable within your regular working hours. | Never | 12 | 8.6% | All the time | 12 | 8.6% | |
| | Rarely | 40 | 28.6% | Total | 140 | 100% | |
| | Sometimes | 80 | 57.1% | Satisfied with their training and development programs provided by your bank. | Extremely Dissatisfied | 8 | 5.7% |
| | Often | 4 | 2.9% | | Quite Dissatisfied | 22 | 15.7% |
| | Always | 4 | 2.9% | | Neutral | 68 | 48.6% |
| | Total | 140 | 100% | | Quite Satisfied | 32 | 22.9% |
| Satisfied with the support provided by your organization for maintaining a healthy work-life balance. | Very dissatisfied | 20 | 14.3% | | Extremely satisfied | 10 | 7.1% |
| | Dissatisfied | 22 | 15.7% | | Total | 140 | 100% |
| | Neutral | 68 | 48.6% | Get opportunities to participate in skill development or professional growth programs. | Never | 14 | 10% |
| | Satisfied | 28 | 20% | | Rarely | 18 | 12.9% |
| | Very Satisfied | 2 | 1.4% | | Sometimes | 78 | 55.7% |
| | Total | 140 | 100% | | Often | 26 | 18.6% |
| Rate the level of job pressure and workload in your role. | Very low | 6 | 4.3% | | Always | 4 | 2.9% |
| | Low | 18 | 12.9% | | Total | 140 | 100% |
| | Moderate | 90 | 64.3% | Bank's work-life balance policies in helping you manage both personal and professional responsibilities. | Not effective at all | 6 | 4.3% |
| | High | 22 | 15.7% | | Slightly effective | 32 | 22.9% |
| | Very High | 4 | 2.9% | | Moderately effective | 64 | 45.7% |
| | Total | 140 | 100% | | Very effective | 24 | 17.1% |
| Work-related stress and long working hours impact your personal and family life. | Not at all | 10 | 7.1% | | Extremely | 14 | 10% |
| | Slightly | 32 | 22.9% | | | | |
| | Moderately | 76 | 54.3% | | | | |
| | Significantly | 20 | 14.3% | | | | |
| | Severely | 2 | 1.4% | | | | |
| | Total | 140 | 100% | | | | |
| Control they | No | 16 | 11.4% | | | | |

| | | | |
|--|-----------|-----|------|
| | effective | | |
| | Total | 140 | 100% |

Source: Primary Data

X. SUGGESTION

To improve work-life balance in private sector banks, organizations should adopt flexible work arrangements, such as remote work and adjustable hours, to alleviate employee stress and enhance job satisfaction. Offering regular training and development programs enhances employees' skills while boosting their confidence and career advancement, resulting in increased engagement and loyalty. Furthermore, creating a supportive work environment with wellness initiatives, mental health resources, and recognition programs can enhance overall job satisfaction. Striking a balance between professional growth and personal well-being fosters a more motivated and productive workforce, benefiting both employees and the organization.

XI. CONCLUSION

In the realm of private sector banking, a healthy work-life balance is essential for ensuring employees are satisfied, engaged, and productive. The study investigates how it affects the effectiveness of training in private banks located in Coimbatore. To take advantage of training, employees need mental and emotional capacity, which is greatly affected by work-life balance. The insights gained from this study can assist banks, HR professionals, and policymakers in creating sustainable work strategies. For work-life policies to be successful, they must be implemented effectively. It is crucial to recognize gaps and strike a balance between training and work requirements. Tackling these challenges will cultivate a workforce that is more supportive and productive.

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