

CHAPTER 6

SCOPE AND LIMITATIONS

6.1 Introduction

The chapter provides an overview of the scope and timeline for the research of women's WLB in a few selected service industries in Gujarat's main cities. It describes the geographical, sectoral, and demographic scope of the research, as well as the methodological and thematic methods used. The constraints, however, highlight how a concentration on self-reported data, whether regional or sectoral, can instantly limit its ability to be broad-ranging and generalizable. The chapter thus provides a very valuable framework for understanding the conditions under which this study operates, which is critical in evaluating the provided findings.

6.2 Scope

The scope of this study is extensive, since it will focus on a wide variety of issues impacting WLB among female employees of specific service industry units located in the state's main cities. To better understand how women construct and assign meaning to their professional and personal lives, an in-depth examination of many aspects of WLB linked to organizational policy, social support, and personal commitment-related concerns will be undertaken. The article delves into the difficulties faced by women in striking a balance between their personal and professional lives and provides recommendations on how to improve this area. The examination of these characteristics in this study will have a significant impact on the practices and policies that are put into place to support women in leading balanced and satisfying lives.

- **Geographic Scope**

The major Gujarati cities, including Ahmedabad, Surat, Vadodara, and Rajkot, would be the exclusive geographic focus. These cities were picked due to the concentration of the service industries and their significance to the economy. Thus, they will offer the perfect geographic foundation for studies on women's WLB. Being Gujarat's main city and commercial hub, Ahmedabad provides a dynamic work environment and is seeing an increase in the number of women employed in a variety of industries. Because of its reputation in the diamond and textile industries, Surat provides light to WLB from areas where employment is in high

demand. Vadodara contributes a different viewpoint to WLB, particularly in businesses where women predominate, because of its robust health and education sectors. The growing industrial metropolis of Rajkot contributes to our understanding of industries like retail and IT. The current study deliberately concentrates on these metropolitan agglomerations in order to capture the diverse experiences of women in various social and economic contexts. The results obtained from these cities are likely to be representative of the larger trends in Gujarat and offer valuable insights that could be applicable to many other Indian cities.

- **Sectoral Scope**

The study is centred on the service sector, which is essential to Gujarat's economy. It includes the banking, healthcare, education, information technology, hospitality, and retail sectors—all of which have unique demands and problems with female personnel. This study is more applicable to the service industry, where extended workdays are common, high levels of client interaction, and continuous performance requirements all have a major impact on WLB. For instance, female bank employees face pressure from compliance, client happiness, targets, and other factors, which ultimately leads to stress and a heavy workload. However, a health industry that operates around the clock has its share of issues with shift work and the psychological cost of patient care. The education sector allows for some flexibility, but it also demands lengthy hours from its pupils, which takes away from their personal time. The IT industry rarely distinguishes between work and personal life because of its very nature, which is influenced by deadlines and projects. Women find it difficult to sustain WLB in two people-facing industries: hospitality and retail. These sectors feature prolonged working hours, particularly on weekends and holidays. The study enables a detailed analysis of the unique circumstances in which women in the relevant industries attempt to strike a balance between their personal and professional life. The knowledge gained from this focus is crucial for comprehending the wider effects of WLB in industries that are significant for Gujarat's economy and also represent larger patterns in India's urban workforce.

- **Demographic Scope**

The study's demographic focus is on women who work in Gujarat's largest cities' service industries. These include various age groups, marital statuses, degrees of education, and occupations. Thus, the wide range of demographics will guarantee that the data acquired provides an understanding of the various elements influencing WLB. Young professionals who are unmarried, for instance, are probably going to experience distinct issues in WLB than

married or child-rearing women. Younger workers may be particularly affected by the demands of establishing a profession and lengthy work hours, while married women may be more burdened by the extra demands of raising a family. Taking care of children, particularly when they are small, may be extremely difficult and cause major issues for working women. In addition, women managers may face different organizational demands and challenges regarding leadership responsibilities than women in entry-level roles. Because of the aforementioned demographic variety, the current study can consider the complex and different experiences that women have in the workforce, offering insight into the intricate interactions between personal circumstances and professional expectations that create WLB.

- **Thematic Scope**

This study has a wide thematic scope and focuses on various important factors that influence how women workers in the service industry perceive WLB. Among these themes are:

Family Support

Family support is one of the main enabling aspects that helps women balance their personal and professional lives. Social media users and members of the extended family may relieve some of the strain and offer the assistance required to guarantee that a woman carries out her responsibilities in the workplace. It is a theme that will look at the impact of family support on WLB and how it might help women solve a variety of challenges. It will also include siblings and grandparents in the family's extended support structure, following the Gujarati joint family concept.

Work Environment

An essential aspect of achieving WLB is the workplace setting. Workplace culture, policies, and working circumstances can have a significant impact on a woman's ability to balance her life as a competent worker and mother. Through a reduction in burnout and an increase in job satisfaction, supportive management systems, gender-sensitive practices, and flexible policies regarding remote work opportunities all contribute to the accomplishment of WLB. This theme will discuss how workplace policies in specific service industries support or impede women's ability to develop into leaders.

Social Media Usage

Social media use has two effects on WLB. Even if technology can be a source of social connection and relaxation, over usage of it can result in stress and a lower quality of life. This theme looks at the relationships between women's stated levels of stress, happiness, and life satisfaction with their use of social media. It looks into the ways that social media presents distorted pictures of WLB and increases pressure to present idealized versions of oneself.

Happiness and Satisfaction

The connection between one's level of personal happiness, job contentment, and overall life satisfaction is a crucial concept to comprehend in WLB. This study demonstrates how they relate to and affect one another within the WLB framework. A balanced WLB would result from striking a balance between these factors. The main goal of the research is to comprehend how a woman's entire well-being is influenced by her level of personal and professional fulfilment and happiness, as well as the consequences of any disruptions to one.

Bringing Work Home

The merging of work and home life, sometimes known as "blurred work and personal life borders," is another important aspect of WLB. This frequently leads to higher stress levels and decreased job satisfaction overall. The effects of bringing work into the home were discussed, mainly about the effects on the woman's capacity and willingness to quit her career and engage in her personal and family life. This study also aims to add to the body of knowledge regarding the effects of technology on WLB and how it contributes to this blurring.

- **Methodological Scope**

To integrate and assess both the quantitative and qualitative aspects of the WLB issue, this study used a mixed-method approach. Surveys and structured questionnaires are used to gather quantitative data, which offers statistical insights into the factor affecting WLB among female employees in the service sector. Quantitative data on variables like age, work status, number of children, marriage, working hours, and flexible work schedule will be gathered. To further understand the unique experiences and viewpoints of female employees, this study will once more depend on qualitative techniques like focus groups and in-depth interviews in addition to this quantitative data. In addition to providing context for data trends, these qualitative insights from individuals can be used to probe subjective indicators of WLB, such as stress

levels, happiness, and perceptions of the supportiveness of one's family and workplace. By capturing both general patterns and unique experiences that women have in juggling work and personal duties, this mixed-method approach would thus lead to a deeper understanding of the difficulties relevant to WLB.

- **Analytical Scope**

The scope of the analysis will not include testing the established WLB assumptions using innovative statistical techniques. Regression tests would be used to determine a relationship between respondents' work setup, social media usage frequency, stress levels, and the weight that friends and family placed on these factors. Correlation tests will also be performed to determine the direction and strength of the relationship between the variables and to gain a greater knowledge of how various components are interconnected. Another crucial technique for figuring out the underlying causes of WLB for female workers is factor analysis. This enables the investigation to identify the connected variable clusters that demonstrate the major determinants of WLB and their interactions. To analyze focus group discussions and interview data in qualitative form, thematic analysis is also carried out. It is a procedure for finding, examining, and summarizing data patterns that provide a complete picture of the participants' experiences and perceptions of WLB.

- **Practical Scope**

It is only from this pragmatic perspective that suggestions intended to be useful to the corresponding organizations and governments will become essential for taking action. With certain revisions to address specific issues faced by women in the service industries identified in Gujarat, these recommendations are thus generated based on the findings of the current study. Policies that allow for telecommuting and flexible scheduling, as well as a new range of services tailored to the needs of individuals from a woman's perspective, should be encouraged to be designed by organizations. WLB can be reconciled, for example, through wellness programs, stress management workshops, childcare regulations, and maternity and paternity leave. Again, using this justification, the study contends that government power needs to be used to impose laws supporting WLB, such as those about flexible work schedules and prohibitions on discrimination in the workplace based on a person's gender or even family responsibilities. Additionally, it suggested that politicians support businesses in implementing WLB and groups that incentivize them to do so.

- **Temporal Scope**

As a result, the study's scope will be confined to current WLB trends and practices within the identified service sectors. It does, however, take into account the recent arrival of improved technology, increased telecommuting as a result of the COVID-19 epidemic, and shifting social conventions about gender roles in the workforce. These developments have had a significant impact on how women manage their job and personal lives; thus, it is critical to include these aspects when conducting this research. By studying modern concerns, the subject can keep its relevance in Gujarat's current economic and social context. It helps to emphasize how recent developments at work and in society are shaping WLB, and how women are responding to these changes.

- **Comparative Scope**

The present study conducts a comparative analysis of Gujarat against other Indian states and countries. This aids in determining whether the challenges and solutions discovered in Gujarat are unique to the region or part of a larger trend impacting women employees in similar industries around the world. Cultural differences, as well as economic conditions and levels of development in various parts of the world, were considered during the comparative study process. Because of this, the comparison highlights both Gujarat's uniqueness and the commonalities across female employees, adding a fresh dimension to the WLB research.

- **Policy and Organizational Implications**

The level of organizational strategies and policies has been the main focus of this study. This lays the groundwork for policies that aim to improve the lives of female workers by identifying factors that support or impede WLB. This demonstrates to businesses how to develop more supportive work environments where WLB is valued. The results indicate that in order to effectively address the issues faced by women employed only in the service industry, policymakers would need to develop a comprehensive framework for WLB policies. First, a framework for policies must be developed that includes protection against discrimination, suitable flexible work schedules, and support for efforts to balance work and personal life in the workplace. The recent study highlights the need of creating an environment at work where WLB may be readily promoted for businesses. It might also entail the establishment of flexible work schedules, assistance with child and elder care, and a work atmosphere that supports

WLB. Businesses that genuinely prioritize WLB stand to gain from higher employee retention, productivity, and satisfaction.

- **Contribution to Literature**

The study adds to the body of work on women in the service sector in Gujarat by concentrating on those employed in one of the targeted groups. It offers fresh data on the demographic, sectoral, and geographic links in WLB in addition to other results that will be important for similar future research in different settings. Similarly, it has expanded the body of knowledge in this field by closely examining WLB through a thorough examination of both quantitative and qualitative data. This approach might provide more in-depth understanding of the problems that drive WLB. It can also provide a thorough understanding of the issues that female employees are facing.

Lastly, suggestions for the scope of future research round out the work. In general, based on the study's contributions and findings, areas that need more investigation include the long-term impacts of WLB treatments and the impact of technological advancement on the WLB of female employees. Subsequent research in this field may investigate the elements related to the analysis of WLB in sectors like agriculture or industry to provide a complete picture across industries. Last but not least, this raises challenging questions about the mechanics of WLB for men, younger workers, and rural areas, which the scientific community ought to seriously examine. Understanding the numerous issues that these groups face may provide analytical insights into how to design WLB tactics across demographics. As a result, the current study will be quite broad in scope, addressing a wide range of factors influencing WLB among female employees in Gujarat's service industries. As a result, the study will provide very clear and thorough information on all of the obstacles and possibilities related to WLB, as well as how they affect individuals, organizations, and policymakers. The current study's findings are expected to provide policy recommendations and practice configurations that will help women live more balanced and fulfilled lives, both at work and privately.

6.3 Limitations

Knowing the limitations of any study work is critical for properly positioning the findings and pointing out areas for future investigation. Though this WLB study of Gujarati service sector working women is extremely extensive in scope, it has numerous drawbacks. These

limitations stem from the research design, methodology, and other contextual elements that influence the study's outcome. The sections that follow focus on the various constraints.

Geographical Constraints

One of the study's most significant weaknesses is its geographical focus on Gujarat's main cities. Though these cities are economically significant and represent the state's service industry, they do not convey the diversity of Gujarat. Gujarat is a state that includes vast rural areas, smaller towns, and less-urbanized regions where socioeconomic conditions, resource availability, and job prospects differ greatly from those found in major cities.

Due of its urban focus, the technique might miss some issues that women in less developed areas experience. Gujarati rural women may have less relative autonomy in juggling job and family obligations because they are more deeply entrenched in conventional gender role-playing than their urban counterparts. The selection of big cities inherently has a potential bias, typical of the greater population. They may also be the most appealing destinations for a more educated, affluent, and professionally ambitious people. This could further bias the results.

Sectoral Focus

Another disadvantage of the study's sectoral focus is that it only covers a small portion of the female workforce in Gujarat by focusing on specific service industries like as banking, healthcare, education, IT, hospitality, and retail. Without a doubt, they are key industries for women's employment and contribution to the state's economy. As a result, they do not accurately represent Gujarat's many industries, which include manufacturing, agriculture, and informal employment.

Demographic Limitations

The research's concentration on female employees is both a strength and a restriction. Understanding gender-specific obstacles in WLB is critical, but focusing on women limits the capacity to compare with male employees who face vastly different WLB challenges.

Cross-Sectional Nature

Another significant weakness is the study's cross-sectional design. The data was gathered at a particular point in time; hence it only gave a glimpse of WLB among female employees in

Gujarat's service sectors. Such an approach fails to account for how WLB may alter over time, as it is a constantly dynamic and evolving phenomenon.

Self-Reported Data

The study's use of self-reported data is a typical methodological strategy in social science research, but it involves various inherent problems, such as response bias, social desirability bias, and recollection bias.

Limited Consideration of Cultural Factors

The WLB could be culturally determined, which is especially relevant in a country as diverse as India. Although this research recognizes the importance of these issues, it will not go into detail on how these specific factors influence WLB among women employees in Gujarat.

Focus on Quantitative Analysis

The majority of the approach is quantitative, and surveys and statistical analysis are important tools for determining WLB factors. Even if this is useful for determining important correlations between variables, it might not be enough to capture the complexity and nuance of a person's unique experience. Focus groups and in-depth interviews are two types of qualitative research that can provide context for the quantitative results by shedding light on the environmental and individual elements that may affect WLB. Qualitative interviews, for example, could reveal how certain corporate rules or cultural expectations influence WLB, as well as how individual women prioritize various areas of their lives. As a result, this study would be better able to explain WLB in context and hence contribute to broader knowledge, taking into account the variety of individual experiences.

Exclusion of Organizational Perspectives

This study focuses on women employees' perspectives as the most significant in comprehending WLB-related experiences. It does not include the perspectives of employers, managers, or HR experts, all of whom play key roles in influencing organizational policies and practices around WLB.

Impact of External Economic Factors

The study did not address how external economic factors, such as an economic slowdown, inflation, or labor market conditions, would affect WLB. These impact factors have a considerable influence on job security and task demands, as well as a variety of stresses and hence WLB aspects.

Technological Influence and Remote Work

Without even taking into account how the significant impact of technological improvements modifies the nature of work itself and how it relates to personal life, the examination of WLB within this study is insufficient. The emergence of digital communication tools and telework technologies in particular has revolutionized how work is done and the boundaries that separate work from personal life. Therefore, even if technology is useful and adaptable, it also frequently blurs the lines between work and personal time and has made work quite intrusive in people's lives.

WLB's actions have greatly accelerated the shift toward remote labor, illustrating how workers may benefit from remote work in terms of flexibility and time savings as there is no need for travel. This will improve the life/work balance of a great number of employees. It does, however, imply that they can tolerate isolation, an increase in organizational job pressure, and the inability to clearly distinguish between work and home life. Restraint. As a result, it may be difficult to determine how remote work affects WLB in its entirety, as traditional laboratory working settings may not be sufficient to describe these changing nuances.

Policy and Institutional Constraints

In this approach, the institutional frameworks and rules that govern WLB in Gujarat's service industries influence the study's findings. However, the current study does not go into greater detail about how institutional and policy challenges influence WLB experiences, which is unsatisfactory.

Ethical and Privacy Considerations

Self-report data and surveys provide ethical and privacy challenges to users, especially when it comes to keeping information private and getting informed consent.

Implications for Policy and Practice

These study shortcomings have implications for policy and practice. While the findings provide valuable insights into WLB concerns, these limitations reduce the application and effectiveness of recommendations.

It primarily highlights the limitations of this study as well as the need for additional research to address these gaps and provide a complete picture of WLB. Future research could involve larger sectoral groupings, geographical areas, and demographic regions, which can be studied using qualitative methodologies to gain deeper insight into the individual experiences. Longitudinal studies may also be done to discern whether WLB practices will vary across a period and how external forces like economic and technological changes impact WLB.

The study of WLB among working women in Gujarat's service sector revealed several limitations, shedding light on the difficulties and complications that arise when investigating a complicated problem. From this vantage point, the barriers to any kind of information pertinent to the subject at hand must be identified and overcome. Researchers, legislators, and practitioners would undoubtedly find it easier to develop more practical WLB strategies and treatments for the diverse and dynamic workplace with this kind of awareness about the constraints.