

Lifestyle Of Level – I Bpo Employees: An Exploratory Study

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ABSTRACT: Out of the top ten BPO destinations in the world as many as six Indian cities in which Bengaluru remains the top outsourcing hotspot. Due to this disturbance and lack of time to contact the family members and friends break up. The job also is demanding and psychological problems are increasingly become common. All these are also attributable to some of these constraints which include lack of employable talent, social norms, increasing operational cost and breaches of security in handling clients' confidential data. Keeping the above said points in view the present study aims to highlight the BPO employees' lifestyle. Using simple random sampling technique 30 Level – I men BPO employees and 30 Level - I women BPO employees were included in the study. The age range of the subjects was between 19-30 years. An exploratory design was adopted for the study. The Lifestyle Scale developed by S.K. Bawa (2010) is used to measure the Lifestyle among the employees, along with the Information Schedule prepared by the researcher. The study identifies the certain areas of prevailing concerns among the employees. The obtained results revealed that there is a significant difference between men and women Level – I BPO employees on Lifestyle.

KEY WORDS: Lifestyle, BPO employees.

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I. INTRODUCTION

Lifestyle defines the attitudes, values and exhibits the social position. It replicates an individual's views, habits and etiquettes which directly influences the services that person gives or requires. An individual's demographic profile, the psychological aspects such as personal values, preferences, and outlooks, views on politics, religion, health, intimacy, and more. These aspects play a role in shaping an individual's lifestyle. It reflects the individual's unique, unconscious, and repetitive way of responding to (or avoiding) the main tasks of living: friendship, love, and work. This style, rooted in a childhood prototype, remains consistent throughout life, unless it is changed through depth psychotherapy.

Business process outsourcing (BPO) is the contracting of non-primary business activities and functions to a third-party provider. Life Style among BPO Employees includes Prevailing practices of Liberalization, Privatization and Globalization, Financial Independence and they work odd hours and inhabit in an unrealistic world - culturally and geographically far from their own realities. Hence it is worthwhile to study lifestyle of BPO employees.

II. METHOD

Problem:

Do men and women Level – I BPO employees differ in Lifestyle?

Aim:

The aim of the study is to explore the men and women Level – I employees on lifestyle.

III. OBJECTIVES:

1. To study the Lifestyle of Level – I BPO employees.
2. Compare Men and Women Level – I BPO employees on Lifestyle.

Hypotheses:

1. "There is a significant difference between Men and Women Level-I BPO employees on Life style".

Research design:

The present research study is exploratory in nature.

Variables:

Independent variable: Gender
 Dependent variable: Life style

Sample:

A total of 60 Level-I BPO employees both (30 men and 30 women) belonging to the age group of 19-30 year, who are unmarried were included in the study. All the participants were working in an urban BPO situated in Bengaluru city. The sample were selected using simple random sampling technique. The average experience of the subjects were 1.2 years.

Materials:

Lifestyle scale was developed by S.K. Bawa(2010) was used in the present study. It can be used to know the lifestyles of persons from 16 years and onwards. Totally 60 items were retained in the scale out of which 43 are positive and 17 are negative. Reliability coefficient has been found to be 0.96. the reliability index is .98. Internal consistency ranged from 0.65 to 0.81. The face validity of the test was established.

Procedure:

The subjects were personally contacted to get the consent. Purpose of the study was briefed and rapport was established. Demographic details were collected using Information schedule. The Lifestyle Scale by S.K Bawa (2010) was administered according to the instructions given in the manual. Before administering the questionnaire, the participants were allowed to clarify their doubts, if any. After the completion of responses, the questionnaires were collected and analyzed using suitable statistical method.

Analysis of results and discussion:

To meet the objective of the study is to examine Lifestyle of Level – I BPO employees and to find out if there is any gender difference in Level – I BPO employees on Lifestyle. To find out the difference ‘t’ test was calculated, the obtained results has been shown in the Table 2.

Table 2: Shows the Mean, SD and ‘t’ value of Level - I BPO employees on Life Style.

Dimension of Life Style	Gender	Mean	SD	‘t’ value
Health Conscious Lifestyle	Men	24.86	5.38	
	Women	22.10	5.09	2.04*
Academic Oriented Lifestyle	Men	21.26	6.63	
	Women	19.36	4.19	1.32 ^{NS}
Career Oriented Lifestyle	Men	22.43	4.76	
	Women	20.53	5.60	1.41 ^{NS}
Socially Oriented Lifestyle	Men	19.73	3.25	
	Women	17.66	4.56	2.01*
Trend seeking lifestyle	Men	20.80	4.69	
	Women	21.50	4.93	0.56 ^{NS}
Family Oriented Lifestyle	Men	33.86	4.13	
	Women	29.93	5.20	3.24**
Total Lifestyle	Men	142.96	18.03	
	Women	131.10	19.16	2.47**

* p < 0.05 level, ** p < 0.01 level, NS=Not Significant

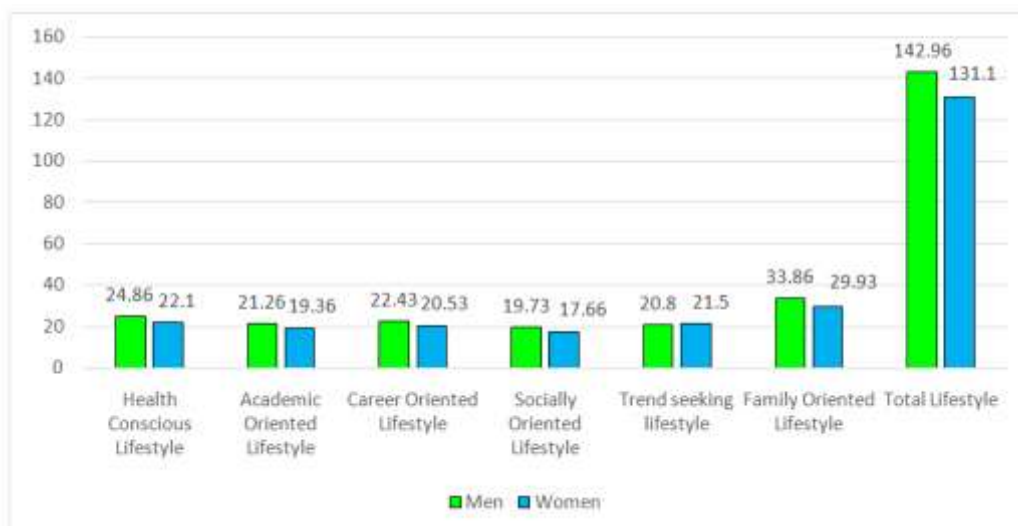


Figure 1 Mean score of the Men and Women Level – I BPO employees on lifestyle areas and total lifestyle.

An observation of Table 2 reveals the mean, standard deviation and ‘t’ value of Men and Women Level – I BPO employees on lifestyle and its various dimensions.

In the area of Health-conscious lifestyle Men employees have obtained (M=24.86, SD=5.38) and Women employees have obtained (M=22.10, SD=5.09). The obtained t-value is $t=2.04$, $p < .05$ which evidently indicates that there is a significant difference in Health-conscious lifestyle among Men and Women employees on lifestyle. The probable reasons might be that even though most men indulge in alcohol and caffeine consumption occupied by cigarette breaks which can be evidently seen during their working hours, they reported to associate themselves with some kind of exercise and physical activity like gym or weekend leisure activities like badminton, cricket or indoor games such as snooker etc which aids the individuals to some extent to keep himself physically fit while the most women report that lack of time to get involved in such activities due to their household responsibilities. Supporting the existing result Anderson et al (2010) reports that lifestyle factors requires modification in people seeking infertility treatment. It further says that a woman’s time during pregnancy and their chances of delivering a healthy live birth is affected by factors such as weight, vitamin and iodine intake, alcohol and caffeine consumption, smoking, substance abuse, stress, environmental pollutants, vaccinations and oxidative stress.

In the area of Academic oriented lifestyle Men employees have obtained (M=21.26, SD=6.63) and Women employees have obtained (M=19.36, SD=4.19). The obtained t-value is $t=1.32$, $p > .05$ which evidently indicates that there is no significant difference in Academic oriented lifestyle among Men and Women employees on lifestyle. The possible explanations can be that men reported to pursue their higher education as it would help them in their career development when it comes to growth in the organizational hierarchy whereas women seem to sacrifice their career progression as they will have to concentrate more on their present tasks rather than having a foresight of the upcoming years in the organization. Button and Mathieu (1996) substantiates the above results and reported that women tended to be more performance goal orientated than men, whereas there was no significant effect with learning orientation which indicates a strong desire to perform challenging work, learn new skills and develop alternative strategies when working on difficult tasks.

In the area of Career Oriented Lifestyle Men employees have obtained (M=22.43, SD=4.76) and Women employees have obtained (M=20.53, SD=5.60). The obtained t-value is $t=1.41$, $p > .05$ which indicates that there is no significant difference in Career Oriented Lifestyle among Men and Women employees on lifestyle. This may be due to the increasing employment status of women employees and also special conveniences provided by the BPO sector, making them constantly curious to gain more and more knowledge in their career. Contradictory result has been found by Scandura and Ragins (1993) reports Gender role was found as a stronger predictor of mentorship functions than biological sex. Men and women did not significantly differ in reports of their mentor’s behaviors. Women were as likely as their male counterparts to describe their mentors as providing functions relating to career development, upward mobility, personal support, nurturance and role modelling.

In the area of Socially Oriented Lifestyle Men employees have obtained (M=19.73, SD=3.25) and Women employees have obtained (M=17.66, SD=4.56). The obtained t-value is $t=2.01$, $p < .05$ which indicates that there is a significant difference in Socially Oriented Lifestyle among Men and Women employees on lifestyle. A supporting study by Sidanius, Jim, Pratto, Felicia, Bobo, Lawrence (1994) confirmed the notion that men have significantly higher social dominance which is defined as intergroup relations that focuses on the

maintenance and stability of group-based social hierarchies, scores than women and that these differences were consistent across cultural, demographic, and situational factors such as age, social class, religion, educational level, political ideology, ethnicity, racism, region of national origin, and gender-role relevant opinion.

In the area of Trend seeking lifestyle Men employees have obtained ($M=20.80$, $SD=4.69$) and Women employees have obtained ($M=21.50$, $SD=4.93$). The obtained t-value is $t=0.56$, $p>.05$ which evidently indicates that there is no significant difference in Trend seeking lifestyle among Men employees and Women employees on lifestyle. A contrary study by Qidwai et al (2010) reports that Female respondents were more depressed than male respondents and also had more sleep problems. Substance abuse and other addictions were documented more in males. Watching television or listening to music was stated as the most common late-night activity (61.8%) and therefore was also referred to as the contributory factor for less than eight hours of sleep each day. (41.5%) of the respondents who felt depressed sought treatment for it. Thirty-five adolescents out of all the respondents were smoking cigarettes currently, whereas 7% of the respondents chewed paan (areca nut). Peer pressure was the most common reason (37.1%) to start smoking.

In the area of Family Oriented Lifestyle Men employees have obtained ($M=33.86$, $SD=4.13$) and Women employees have obtained ($M=29.93$, $SD=5.20$). The obtained t-value is $t=3.24$, $p<.01$ which evidently indicates that there is a significant difference in Family Oriented Lifestyle among Men employees and Women employees on lifestyle. A supporting study conducted by Vanishree P (2012) reveals that many employees are facing problems in adjusting their family life and personal life with their Organizational workload.

Considering the total life style Men employees have obtained ($M=142.96$, $SD=18.03$) and Women employees have obtained ($M=131.10$, $SD=19.16$). The obtained t-value is $t=2.47$, $p<.01$ which indicates that there is a significant difference in overall Lifestyle among Men employees and Women employees on lifestyle. In the information schedule particulars associated with lifestyle like the individuals current living arrangements, family structure, involvement in any wellness programs and individual's association to any leisure clubs or activities is also measured which opened up views that substantiates the results of this present study. Observing profoundly into these reasons it can be said that although both Men and Women employees are more freely able to acclimatize themselves to the changing lifestyle as they are more frequently interacting with people from different backgrounds, focusing on the differentiated work culture, and exchanges that take place during their contacts is always varied in nature, due to which they distinguish themselves at different angles for example, professional success, Work Stress, Career desire, Work Family Conflict and Family Work Conflict, Child care, Work Life Balance (WLB) etc. Domains associated with subjective wellbeing, health or survival included social, leisure, productivity, physical, intellectual, service and solitary activities. Informal social activity has accumulated the most evidence of an influence on wellbeing. Individual descriptors such as gender or physical functioning sometimes moderate these associations, while contextual variables such as choice, meaning or perceived quality play intervening roles. When armed with the relevant social psychological theory and evidence, lifestyle change campaigns are likely successful. A supporting research by Gorjiposhti, Marzieh (2012) focused on Kaplan's six categories of leisure activity, namely sociability, association, game, art, movement and 3 immobility. The respondents stated that most of the women spend their leisure time according to traditional pattern of spending leisure time such as: visiting the park, public library, museum, historical places; celebrating festivals, and doing social work.

IV. CONCLUSION

The lifestyle orientation determines the individual healthy living in terms of physical, psychological, emotional, social and other areas of functioning. In the present study the obtained results reveal that there is a significant gender difference in the Life style of Level – I BPO employees. Due to the rapidly changing world, influences of globalization, modernization, changing needs of the society and awareness is making the youth more and more ambitious. This has been studied through the individual's orientation to Health-Conscious Lifestyle, Socially Oriented Lifestyle, Family Oriented Lifestyle and overall life style as well.

Limitations:

1. The study was conducted on a restricted sample of 60 participants.
2. The generality of the study may be affected by several factors such as socio-economic status, a cultural background and geographical area which majorly influences the lifestyle of an individual were not considered.
3. The present study raises the matter of the impact other personality variables on adapting to the different lifestyle.

Suggestions:

1. The study further could investigate the influence of several other behavioural and social issues that could impact an individual's lifestyle like an individual's interests, opinions, orientations towards self, group or culture.

2. The findings can be extended to the large body of research that focuses on socio-demographic and organizational factors known to be significant in relation with lifestyle.
3. Influence of the global and local economies are also some subsequent facts that effects lifestyle.

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