PREDICTORS OF THE PERSONAL FACTORS WOMEN EMPLOYEES IN THE INSURANCE SECTOR

D .VIGNESHWARAN

Ph.D. - (Full-Time) Research Scholar, Human Resource Management
Department of Business Administration, Annamalai University, Chidambaram, TN – South India.

Dr S. MOHANKUMAR

Research Supervisor, Deputy Controller of Examination & Associate Professor, Department of Business Administration, Annamalai University, Chidambaram, TN – South India.

Dr B.VIMALA

Associate Professor, Department of Business Administration, Annamalai University, Chidambaram, TN – South India.

ABSTRACT

The personality factors influence each and every individual person's emotions, cognition and behavioral patterns with differences among them. An individual's personality can be conceptualized with his/her personality traits which endure an individual's personal characteristics explain his / her behavior at different situations. Personality has great influences over an individual's behavior as well as performance in any domain. Questionnaire-based survey was used here and conducted using life insurance private sector of the Cuddlier district experience, with results based on 649 women employees' responses through their interviews. Individual personality traits are playing crucial role at organizational parameters like work-life balance, work-family conflict, social support& intention to quit. This paper has tried on studying previous literatures over association of personality traits with performances-based parameters and understanding its associated relationship. The first results show that, as assumed, the personal factors lead to performance. This woman is understood to the social support, personal factors, work-family conflict& work-life balance clear pattern on the organization furthermore, exploration with SEM (Structural Equation Modeling) indicates that performance orientation is connecting relationships between personal factors & intention quit, and also between intention to quit & not balance between work and private life. The findings of this study confirm that Employer should analyze and understand each and every employee's strong personal factors from multiple dimensions.

Keywords: Demographic, Social Support, Personal Factors, Work-family Conflict, Work-life Balance and Intent to Quit

1.1 INTRODUCTION

The personal factors cover household responsibilities, &career position. Findings are indicating that 2 out of 3 variables of personal factors (financial commitments &household responsibilities) have positive & significant relationship with work-life conflicts. Work role & family conflicts at Workplace may happen within employee's multiple roles at work & family (Kahn et al., 1964). Work-life conflict arises out from the employees' work-family conflict confirming that an employee's personal roles & interests are interfering towards their workplace roles.

1.2 OVERVIEW OF THE CONCEPT OF PERSONALITY

Personality is a pervasive term. It encompasses all aspects of human behavior. It includes the physical, mental, moral, emotional, and social qualities of a human being.

Personality means stable and at the same time dynamic ones. Personality undergoes a constant change as an individual attempt to adjust with his/her environment to meet the necessary satisfaction. In the words of Catelli (1970), personality predicts what a person reacts at given situations. In accordance with Eye sack(1971), personality portrays person's physique, intellect, temperament &character which influence the person's unique adjustment with work situations.* Determinants of Personality: - The factors affecting personality can be divided as follows:1. Biological Factors - body-build, physical attractiveness, homeostasis, health condition, etc.2. Psychological Factors - intellectual ability, emotional self, self-disclosure, aspirations, and achievements, etc. 3. Environmental Factor - favorable, not-so-favorable, adverse, etc. 4. Educational Factor - basic/primary education, specialized education, etc. 5. Family Factor-love and care from the family members etc.

1.3 THE 'BIG FIVE PERSONALITY TRAITS

Brief description of Big Five traits is provided below (Ross Berger, 2014).There is 35 bipolar clusters relating with personality traits of Cattell (1943). Although some famous personality traits models are influencing modern research continuously (Jung, 1971; Kirton & De Ciantis, (1986). McCrae & Costa Jr (1999) proposed this Big Five-Factor personality Model.

➢ **Extraversion:** "Level of an individual's engagement with external world & experience enthusiasm & other positive emotions".

➢ **Neuroticism:** "Level of an individual's experience on negative feelings & their tendency to emotionally overreact".

➢ **Conscientiousness:** "Level of an individual's value planning, possesses the quality of persistence, &is achievement-oriented".

➢ **Openness to Experience** "Level of an individual's exhibiting intellectual curiosity, self-awareness, & individualism/nonconformance".

➢ **Agreeableness:** "Level of an individual's value cooperation & social harmony, honesty, decency, and trustworthiness. Agreeable individuals also tend to have an optimistic view of human nature"

2. REVIEW OF LITERATURE2. REVIEWS LITERATURE

2.1 Social Support

Every-Palmer et al. (2020) studied the literature on perceived social support and psychological misery validated that perceived social support is a valuable device that motivates and encourages better mental fitness and explores viable approaches for fending off psychological distress. Over the past decade, it is argued that a higher propensity for social guide is suggested as being related to lower degrees of depression, anxiety, and stress. **Schechter et al., (2020)** studied mentioned greater ranges of perceived social aid may also result in multiplied self-efficacy and sleep first-class which can decrease anxiety, depression, and stress.

2.2 Personal Factors

Longo, Coyne & Joseph (2017) studied character in terms of character differences, well-being (SGWB). An evaluation of cutting-edge measures found14 frequent

constructs as lower-order warning signs of well-being: significance, purpose, development, competence, self-acceptance, self-awareness, involvement, optimism, calmness, vitality, happiness self-congruence, & connection. **Fosse, Bunch, Safvenbom & Martinussen (2016)** studied carried out a study to address the have an impact on the Big Five persona trait, performance, & instructors' performance ratings & have a look at the mediating role of self-efficacy. Analysis conscientiousness, self-efficacy, navy overall performance Norway confirmed that conscientiousness used to be associated with each military and performance as well as self-efficacy become partial mediator for relationship between performance &conscientiousness.

2.3 Works-Family Conflict

Cao, Liu, Wu, & Zhao (2020)studied carried out a study to address the have an impact of Big Five personality traits, performance, & instructors' performance ratings & have a look at the mediating role of self-efficacy. Analysis conscientiousness, self-efficacy, navy overall performance Norway confirmed that conscientiousness used to be associated with each military and performance as well as self-efficacy found as partial mediator for relationship between performance conscientiousness. **Erdogan et al. (2020)** studied that job pleasure is emotional state which displays development professionals' inside pleasure with their work achievements, processes, &environment. Satisfaction means how much individuals are accepting as true that they are profitable on achieving their career goals.

2.4Work-Life Balance

Xiaoxia Suna, HonggangXub & Mehmet Ali Köseogluc, et al.(2020) studied that for entrepreneurs, business does not work, it's a lifestyle. The lifestyle entrepreneurs have administration tactics, I) Temporal Tactics, II) Physical Tactics and III) Psychological Tactics. Many of the researchers concluded that self-employment has a terrific advantage in work-life balance.**Bahar Kaya, Osman & M. Karatepe (2020)** studied that failure in the guarantees made by way of the business enterprise will result in a psychological contract breach. Work-life balance is influenced by way of psychological contract breach, this may additionally lead to 1 - PWE ("Propensity to stay Work Early"), 2- PLW ("Propensity to be Late for Work"), 3- "Task Performance", & 4 – "Voice Behaviour".

2.5 Intent to Quit

Ababa (2018) studied the decide the effect of psychological contracts on alienation & organizational identification in accommodations that had Tourism Operations Certificate issued through "Ministry of Culture & Tourism" in Gaziantep. Results found dependent variables of "Alienation &Organizational identification" could be explained using Transactional &Relational contracts. Relationship between these variables used to be substantial intention to quit statistically. **Akola (2017)** studied the performance to decide and to look at the relationship among health employees' organizational silence levels, Organizational identification& Citizenship behavior .Study findings were there is full-size & high-quality relationship between organizational identification &organizational citizenship conduct. Organizational Identification has wonderful impact over organizational citizenship degree of employee's intention to end

3.1 METHODOLOGY

The research methodology is applied to accomplish study's objectives. Research study is involving various steps for conducting the effective and non-effective manner.

Research design is "Specification of the methods & procedures together the study-based information". This finds advanced sampling methods for collecting appropriate data and statistical techniques for data analysis. Good research design always makes sure that insurance sector women employees' research thesis is conducted efficiently effectively. The present study predictors of the personal factor's women employees are` based on the category of "Descriptive research" which is well structured & formal than exploratory research. This is based on large, representative samples, & obtained data have been subjected to quantitative non-probability analysis. This research has adopted Interview survey techniques since it is descriptive research. Primary data has been described as those data that have been observed and recorded for the first time to their knowledge Research survey collected information by questioning of respondents. Sample of the study 649 respondents who are permanently working in the insurance sector quota sampling method is adopted in this study for the samples and questionnaire method to be adopted to collect the primary data in the Cuddlier Dist. The collected data will be analyzed to confirm the objectives also certain hypotheses are framed.

3.2 Research Gap

So far various studies had carried on female employees at different industries like insurance sector. There are only a few studies on insurance sector women employees' predictors of work-family conflicts among women career family balance. As the insurance sector job is considered stressful when compared with other disciplines, this study focuses on insurance sector employees, especially women. The present study has attempted to identify the research gap. The gap has been identified and the researcher has attempted on studying predictors of work-family conflict, career & family supports. The variables for social support, personal factors, work life balance, work-family conflict & intention to quit have been tested on respondents from the insurance sector. A compound solution has been derived from testing the variables.

On the combination of work-life balance and intention quit performance, only a few studies have been done so for and the researcher has attempted to make these combinations of the variable on the insurance sector employees especially on women employees those who are working in the insurance sector.

❖ **Population-** The employees from the women employees in the insurance sector, Cuddlier district are considered as the sample infinite population.

❖ **Sampling Method -** The sampling elements in research are eligibility to women employees' private insurance sector IRDA- Insurance regulatory and development Authority eligibility woman employees & qualification regulatory permanent and temporary elements, General insurance, Health insurance, and Life insurance, etc. development insurance sector women employees in Cuddlier district. For this study, the samples were drawn using the Quota sampling method.

❖ **Sampling Area -** Women employees insurance Sector in the Cuddlier Dist. The data was collected from Administration, Advisor, Agent, Audit and Risk, Branch

Manager, Business Development, Channel Development, Customer Service Executive.

❖ **Sample:** Total find out infinite population -1200, Confidence levels =95%, Margin of Values = 2.5%, Select Sample Size=649, Quota sampling.

3.2 OBJECTIVES

The study has undertaken with following objectives.

- To study the level of work-family conflicts among women employees in the insurance sector.

- To understand the influence of demographic factors over work-family conflict among women employees in the insurance sector.

- To find out relationship between social support & work-family conflicts among women employees in the insurance sector.

- To analyze relationship between personal factors in job & work-family conflicts among employees in the sector.

- To study the intent to quit/willingness to work among women employees in the insurance sector.

- To propose a model on the work-family conflicts on women employees of insurance sector.

3.3 CALCULATION FOR SAMPLE SIZE

Find the sample through **Lincoln University** formula (2006) was used.

- Sample Size = SS = $(ZS/E)^2$

- Where Z is Confidence Level

- S is Std. Deviation = 0.64

- E – Error Value = 0.050

- SS = $(1.96*0.64/0.050)^2$

- SS = 629.47

- Rounded   **SS = 630.**

Primary Data: The pilot study has been conducted and the survey data has been computed for analysis. By using Lincoln University formula (2006), the sample size is rounded to 630 only. Hence, the required sample size is 630, assuming 10 percent of non-respondents. So, the researcher decided to select 693 Women Employees in insurance sector for the study.

3.4 SAMPLING FRAMEWORK

S.No	Name of Taluks	Questionnaire Distributed	Questionnaire Received	Questionnaire Not Received	Questionnaire Rejected	Final Sample of The Data
1	Cuddalore	72	70	2	2	68
2	Chidambaram	69	67	2	1	66
3	Bhuanagiri	69	65	4	2	63
4	Virudachalam	69	66	3	1	65
5	Kattumannarkoil	69	68	1	1	67
6	Kurinjipadi	69	65	4	1	64
7	Thittakudi	69	64	5	2	62
8	Panruti	69	68	1	1	67
9	Veppur	69	66	3	1	65
10	Srimusnam	69	65	4	3	62
Total		**693**	**664**	**29**	**15**	**649**

3.6 HYPOTHESES OF THE STUDY

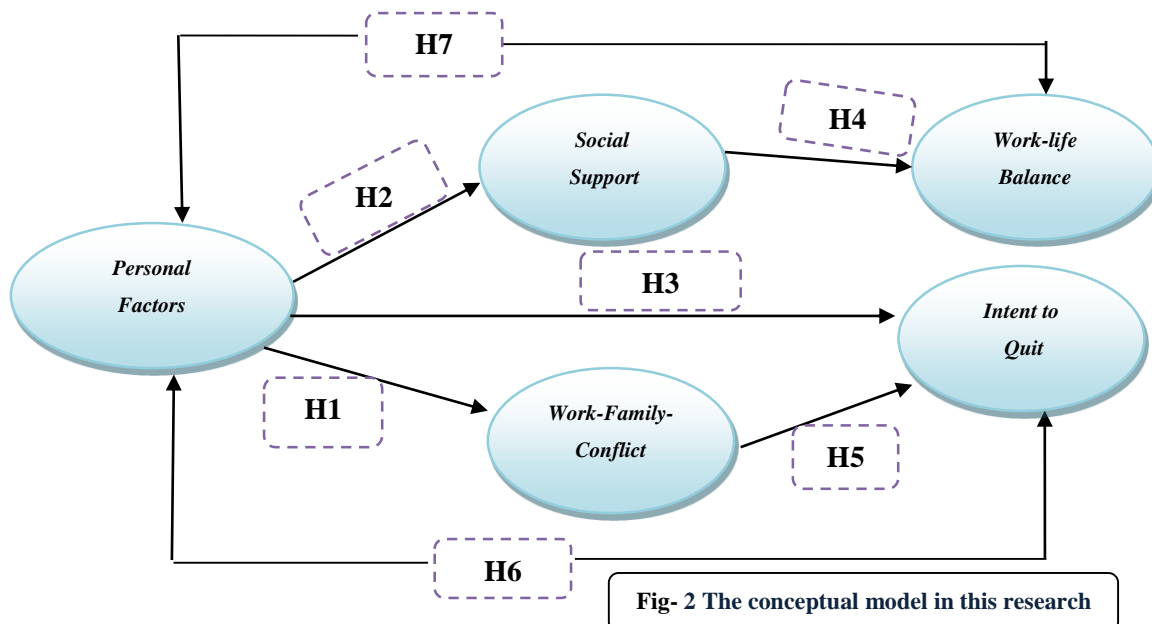Following hypotheses have been framed based on above objectives.

Fig- 2 The conceptual model in this research

Hypothesis 1 (H1): Personal factors conflict is positively related to social support.

Hypothesis 2 (H2): Personal factors conflict is positively related to Work-family-Conflict.

Hypothesis 3 (H3): Personal factors conflict is positively related to Work-life-Balance.

Hypothesis 4 (H4): Personal factors conflict is positively related to Intention to quit

- There is no significant relationship between demographic variables & social support, personal factors, work-family conflict, intention to quit, and work-life balance.
- There is no significant relationship among the selected variables personal factors, work-family conflict, social support, intention to quit, & work-life balance.
- There is no significant influence among the variable's factors, work-family conflict, social support, intention to quit, & work-life balance.

3.7 CONCEPTUAL FRAMEWORK OF THE STUDY

It is an analytical tool with numerous contexts variations. This shows overall picture of research work at different categories of work.

Fig - 3 Conceptual Framework of the Study
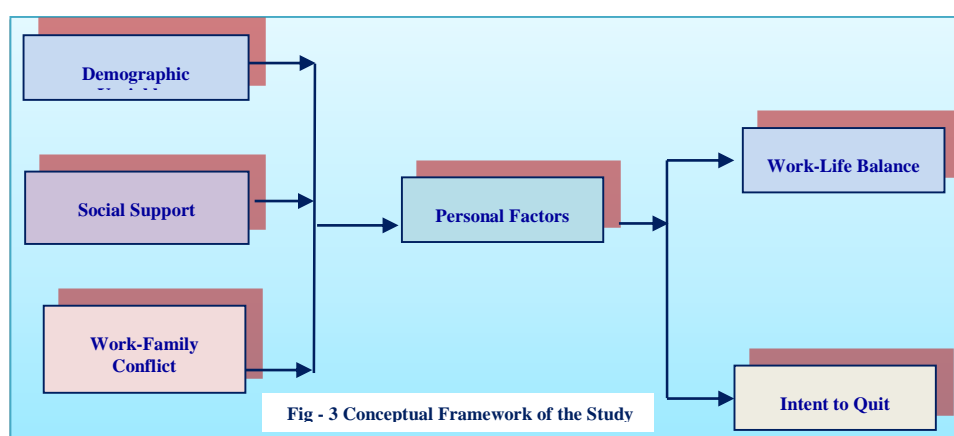
- ❖ **Indented variables** – Personal Factors.
- ❖ **Dependent variable** – Demographic Variables, Work-Family Conflicts Social support.
- ❖ **Outcome variable** - Work-Life Balance and Intent to Quit.

3.8 STATISTICAL TOOLS USED

Following statistical tools have been utilized to analyze data. They were:

- ❖ Descriptive analysis (Mean & Standard Deviation).
- ❖ Regression analysis.
- ❖ Correlation Analysis.

4. RESULT AND DISCUSSION

Table: 4. 1 Inter – Correlation among the variables

Variables	Personal factors	Social support	Work-family conflict	Intention quit	Work-life balance
Personal factors	1	0.385**	0.456**	0.344**	0.459**
Social support	0.385**	1	0.418**	0.333**	0.444**
Work-family conflict	0.456**	0.418**	1	0.488**	0.525**
Intention quit	0.344**	0.333**	0.488**	1	0.390**
Work-life balance	0.459**	0.444**	0.525**	0.390**	1

Source of Primary Data

** Correlation is significant at 0.01 levels.

Ho: There is no significant relationship among the selected variables personal factors, social support, work-family conflict, intention to quit, and work-life balance. Above table shows correlation among selected variables personal factors, work-family conflicts, social support, intention to quit, & work-life balance. Above table confirmed that there is a positive and significant relationship between women employees at insurance sector level of personal factors, work-family conflicts, social support, intention quit, & work-life balance. The obtained correlation values are positive and significant. Thus, stated null hypothesis has been rejected. So, conclusion is that there is significant relationship among the selected variables personal factors, work-family conflicts, social support, intention to quit, & work-life balance.

Table: 4.2 Correlations analysis between demographic variables and social support, personal factors, work-family conflict, intention quit, and work-life balance

Demographic variables	Social Support	Personal factors	Work-family conflict	Intention quilt	Work-life balance
Age	0.230**	0.210**	0.211**	0.069	0.144**
Educational qualification	0.226**	0.111**	0.128**	0.043	0.193**
Experience	0.141**	0.062	0.064	0.020	0.108**
Marital status	-0.261**	-0.225**	-0.307**	-0.182**	-0.286**
Type of family	0.034	-0.114**	-0.014	-0.010	0.007
No. of Family members	0.090	0.113**	-0.037	0.015	0.068
Monthly income	0.250**	0.176**	0.227**	0.096	0.255**

Source of Primary Data

. Correlation is significant at 0.01 levels.

Ho: There is no significant relationship between demographic variables & social support, personal factors, work-family conflict, intention to quit, and work-life balance. From the correlation result, it is inferred that null hypothesis has rejected. The obtained values have a positive correlation except for age, education, experience, monthly income, No. of family members family type &marital status, etc. variables have a positive correlation and are also significant. Thus, conclusion is that there is positive& significant relationship between demographic variables and social support, personal factors, work-family conflicts, intention to quit, & work-life balance.

Table 4.3 - Regression Analysis for personal factors, work-family conflicts, social support, intention quit and work-life balance

R	R Square	Adjusted R Square	Std. The error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
0.549	0.301	0.297	34.393	0.301	69.594	4	645	0.001*

Source of Primary Data

Predictors: (Constant – Personal factors), social support, work-family conflict. Intention quit, work-life balance.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	329286.927	4	82321.732	69.594	.000
	Residual	762957.694	645	1182.880		
	Total	1092244.622	649			

Source of Primary Data

a. Dependent Variable: Personal factor

b. Predictors: (Constant), work-life balance, intention quit, social support, work-family conflict

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	58.333	6.090		9.579	.000*
	Social support	.919	.224	.156	4.097	.000*
	Work family conflict	.727	.139	.221	5.236	.000*
	Intention quit	.840	.353	.092	2.377	.018*
	Work-life balance	.218	.037	.238	5.822	.000*

Source of Primary Data

a. Dependent Variable: Personal factor

Ho: There is no significant influence among the variable's factors, work-family conflicts, social support, intention to quit, & work-life balance.

The above table exhibits the regression analysis. Here dependent variable is personal factors mentioned in the above table. Based on the obtained result, the calculated F-value is significant. Thus, stated null hypothesis has been rejected. So, conclusion is that there is significant influence among the variables personal factor, work-family conflicts, social support, intention quit, & work-life balance. Further co-efficient table shows the personal factor, work-family conflicts, social support, intention to quit, & work-life balance are significantly influenced. $p < 0.01$. Also, Obtained R-square value inferred that there is a 30% significant influence among the variables.

Table 4 Employee's Mean and S.D Score for Various Dimensions of social support, personal factors, work-family conflicts, intention quit & work-life balance of Entire Sample (N=649)

Variables	Minimum	Maximum	Mean	Std. Deviation
Social support	12	47	28.59	6.97
Personal factors	59	281	133.8	41.02
Work-family conflict	10	70	28.2	12.47
Intention quit	5	25	12.60	4.48
Work-life balance	0	225	83.2	44.7

Source of Primary Data

Above table exhibits mean, S.D for Various Dimensions of social support, personal factors, work-family conflict, intention quit, & work-life balance. This is inferred that respondent scored the highest mean value in personal factors and work-life balance. Further, they also scored average mean value in social support, work-family conflict and intention quit. So, it is concluded that the respondents have average personal factors they have high.

5 FINDINGS OF THE STUDY

Most important findings that were drawn from present study are as follows:

- The result shows that there is a positive & significant relationship between women employees of insurance sector level of personal factors, work-family conflicts, social support, intention quit, & work-life balance. The obtained correlation values are positive and significant.

- The statistical analysis proved that there is positive & significant relationship between demographic variables & social support, personal factors, work-family conflict, intention to quit, & work-life balance.

- Research survey exhibits that there is a significant influence among the variable's personal factors, work-family conflicts, social support, intention to quit, & work-life

balance. Also, Obtained R-square value inferred that there is a 30% significant influence among the variables.

- Analysis shows that the respondents scored the highest mean value in personal factors and work-life balance. So, it is concluded that the respondents have average personal factors they have high.

CONCLUSION

The factors like work roles and responsibilities, job security, peer group and work environment have major influences over employees' job dissatisfaction levels. Their Quality of work life can be improved only through their work satisfaction. Satisfied employee can do good work likely. Study found that committed workers won't experience work-life conflicts& this wouldn't be crucial factor on managing their energy, focus, & time between both their work as well as life interfaces. In addition, Policymakers and government organizations must frame and strategize appropriate policies with proper laws / rules for reducing work-life conflicts and balancing work-life balance.

FUTURE OF THE STUDY

The employees in other industries such as the insurance sector to offer better as well as deep understanding of an individual's personal factors pertaining to work-family experiences. Future researchers can increase sample respondents to get more precise and accurate findings feedbacks. Future researches can focus further on other personal factors pertaining to social support work-life conflicts like family-support, travel-to-work condition, etc. This study concluded that employee's factors of financial commitments &household responsibilities would further be associated with work-life balance conflicts, and also employees' career commitments wouldn't be associated with their intention towards quitting job.

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