



INFLUENCE OF PEER RELATIONSHIP AT WORKPLACE ON QUALITY OF WORK LIFE AMONG EMPLOYEES OF JEWELLERY SHOPS IN VIRUDHUNAGAR DISTRICT

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ABSTRACT

Everybody needs to get into one suitable profession for their career and personal aspirations and usually spends two third of their life at the working place. Quality of work life (QWL) is quite essential and many factors such as physical work environment, compensation and management policies have the power to influence the quality of work life. This paper is an endeavor to study the influence of peer relationship at workplace on quality of work life among workforce of jewellery show rooms located in Virudhunagar district. Responses from employees indicated that intimate and informal social groups at work place significantly influence the quality of work life. The study reveals that employees of various show rooms located in Virudhunagar districts have good quality of work life as they receive moral support from their peers.

Key words: peer relationship, quality of work life, moral support and informal social group.

1.1 INTRODUCTION

People, in a heterogeneous social group, throughout their life wants to be associated with others who are equal in age, status or from similar background to work with and share friendship. Like personal life,

individuals have occupational friends irrespective of gender, age, status, and this informal as well as the intimate small peer group referred as "*clique*". A peer group greatly influence individuals, especially at their workplaces, job satisfaction,

commitment, job involvement are the favorable consequences of the friends group besides it also has some adverse effects such as peer pressure. Beyond world of differences among personnel, they are required to work in a group so as to obtain group and organizational goals. Good interpersonal relationship at workplaces make the workers happy and satisfied that positive mental state motivate them to achieve the business goals as well as improve the efficiency.

Quality of work life would be the primary desire of majority of employees at all levels of management that can be defined as “all the organizational inputs aim at employee’s satisfaction and enhancing organizations effectiveness”. There are certain factors which influencing the quality of work life of employees such as monetary benefits, management policies and work culture. Well trained and competent employees are one of the valuable assets of any organization they can be retained by ensuring best work environment. As of *hierarchy of needs* theory proposed by Abraham Maslow, the social need is placed as third after the physiological and security. All the extrinsic motivators like salary would not be overly satisfy the employees besides intrinsic factors like fairness &

equity, self-development, recognition, group acceptance are required at the work context. Many authors and researchers proposed varieties of models on quality of work life and have the extended range of factors.

This study is an effort to find out the influence of peer relationship on quality of work life among the employees of jewellery showrooms of both branded and non-branded jewellers. This study examines the extent to which the peer relationship at workplace among respondents of the study associates with their quality of work life. Unlike other occupations, employees working in show rooms have to directly meet the customers and supposed to persuade them to make purchases. Good communication, interpersonal skills, patience and in-depth knowledge on product features are the key skills expected among sales people. Although, salesmanship is not a monotonous job and little bit interesting as well as challenging, as long working hours, work style, customers’ attitude and behavior are the one among limitations which make the sales people frustrated. Peer relationship at workplaces helps the employees either to cope up with the problems or aggravated it.

1.2 OBJECTIVES

The following are the objectives of the study;

- ❖ To study the personal profile of the employees of jewellery showrooms in Virudhunagar district.
- ❖ To know the attitude of respondents towards peers at their workplaces.
- ❖ To identify the opinion of respondents towards their quality of work life.
- ❖ To study the impact of peer relationship on quality of work life among the respondents.

1.3 SCOPE OF THE STUDY

This study confined only to the employees of jewellery show rooms located in Virudhunagar district. Both branded and non-branded jewellery shops were taken into consideration.

1.5 RESULTS & DISCUSSION

1.5.1 Percentage Analysis

Table 1: Socio & Demographic profile of the respondents

S.NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE to Total
Gender	Male	47	33.1
	Female	83	66.9
	TOTAL	130	100
Age	25 & Below	17	13.1
	26-35	66	50.8
	36-45	32	24.6
	Above 45	15	11.5

1.4 RESEARCH METHODOLOGY

1.4.1 Sources of Data

The primary data collected from the employees of jewellery showrooms located in Virudhunagar district and books, journals, magazines and internet sources were used as the sources for collecting secondary data.

1.4.2 Sampling Design

The convenience sampling method is used to choose sample of 130 respondents both employees and showrooms.

1.4.3 Tool for Data Collection

Researchers used a well structured, self-administered questionnaire as a tool for collecting primary data from the respondents.

1.4.4 Statistical Tools

Percentage analysis, Chi-square test, T-test, ANOVA and Garrett's ranking method are the statistical tools used in the study in order to interpret the primary data.

	TOTAL	130	100
Marital status	Married	96	73.8
	Unmarried	34	26.2
	TOTAL	130	100
Type of showroom	Branded	56	43.1
	Non-Branded	74	56.9
	TOTAL	130	100

(Source: Primary Data)

1.5.2 Garrett’s Ranking Method:

Table 2: Support expected by respondents from Peers towards Quality of Work Life

Particulars	Table value	Total score	No. of respondents	Mean score	Rank
Financial Support	76	5715	130	47.62	IV
Technical Support	61	7326	130	61.05	II
Emotional Support	50	8075	130	67.29	I
Mentorship	40	5162	130	43.01	V
Informational Support	25	6767	130	56.36	III

Interpretation

The above analysis shows that majority of the respondents of this study preferred emotional support from their peers at their workplaces in order to improve their quality of work.

1.5.3 T-Test Analysis

- H₀: There is no significant difference between male and female respondents regarding their level of Peer Relationship*

Table 3: Relationship between Gender & opinion towards Peer relationship

Socio Demographic character		No. of respondents (n)	Mean	SD	Statistical Value	Statistical Results
Gender	Male	47	55.3	15.9	't' value 2.419	P <0.05 (.01)Sig
	Female	83	61.2	16.9		

It shows that P <0.05 and the Null hypothesis is rejected. Hence there is a significant difference between male and female respondents regarding their level of Peer Relationship. It also found that female have high level of peer relationship than male.

2. H_0 : There is no significant difference between male and female respondents regarding their level of Quality of Work Life

Table 4: Relationship between Gender & opinion towards Quality of Work Life

Socio Demographic Character		No. of respondents (n)	Mean	SD	Statistical Value	Statistical Results
Gender	Male	47	72.8	14.1	't' value 2.496	P <0.05 (.01)Sig
	Female	83	78.8	12.6		

It shows that $P < 0.05$ and the Null hypothesis is rejected. There is a significant difference between male and female respondents regarding their level of Quality of Work Life. It also depicts that female have higher level of Quality of Work Life than male.

3. H_0 : There is no significant difference between married and unmarried respondents regarding their level of Peer Relationship

Table 5: Relationship between marital status & opinion towards Peer relationship

Socio Demographic character		No. of respondents (n)	Mean	SD	Statistical Value	Statistical Results
Marital Status	Married	72	76.9	13	't' value .275	$P > 0.05 (.78)$ NS
	Unmarried	58	76.2	14		

It shows that $P > 0.05$ and the Null hypothesis is accepted. There is no significant difference between married and unmarried respondents regarding their level of Peer relationship. It also found that married and unmarried respondents have same level of peer relationship.

4. H_0 : There is no significant difference between the respondents working in branded and non-branded show rooms regarding their level of Quality of Work Life

Table 6: Relationship between type of show room & opinion towards Peer relationship

Variable		No. of respondents (n)	Mean	SD	Statistical Value	Statistical Results
Type of show room	Branded	56	77.6	11.1	't' value 2.349	P <0.05 (.01)Sig
	Non-branded	74	71.3	9.3		

It shows that $P < 0.05$ and the Null hypothesis is rejected. There is a significant difference between the respondents working in branded and non-branded show rooms regarding their level of Quality of Work Life. Respondents who are working in branded show rooms have higher level quality of work life than respondents working in non-branded show rooms.

1.5.4. Correlation

5. H_0 : There is no relationship between Peer Relationship and Quality of Work Life of the respondents

Table 7: Relationship between Peer Relationship and Quality of Work Life

		PR	QWL
PR	Pearson Correlation	1	.931**
	Sig. (2-tailed)		.000
	N	130	130
QWL	Pearson Correlation	.931**	1
	Sig. (2-tailed)	.000	
	N	130	130

** . Correlation is significant at the 0.01 level (2-tailed).

Here the $P < 0.05$ and the null hypothesis is rejected. Here the correlation value is .931. Hence there is a high positive relationship between Peer Relationship and Quality of Work Life. Hence the high positive correlation indicates that both peer relationship and quality of life will be better which will in turn increase the sales.

1.6 FINDINGS

- ❖ From the Garrett's Ranking test, it is clearly understood that, emotional support is firstly preferred by the respondents of the study.
- ❖ From the T-test, it is clearly known that based on gender and show room whether branded or non-branded in which they are working; respondent's attitude towards peer relationship and their quality of work life different.
- ❖ There is strong relationship between quality of work life and the respondent's relationship with peers at workplaces.

CONCLUSION

The quality of work life becomes the quite popular issues in the modern working environment across nations. It is an holistic and interlinked concept which highly affects the job attitude such job satisfaction, productivity, engagement, commitment and the rate of attrition. Good peer relationship is a vital part to retain talented and committed employees in the long run and create sustainability. Interpersonal relationship with peers at the work place also determines the quality of work life. This study intended to gather the opinion of respondents towards the impact of peer

relationship on quality of work life. The quantitative study clearly indicates that peer relationship among employees of jewellery showrooms across Virudhunagar district influence their quality of work life.

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