



Challenges of working women at workplace: A case study of urban Sirsa

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Abstract

This research aims to analyze and determine the influence of effort expectancy, information quality, and social influence on repurchase intention. The sample in this research is Go Jek application users who use the Go Food online food ordering service at the Burger Bangor merchant at least twice in one month. The sampling technique is non-probability sampling using the purposeful sampling method. Data analysis using SPSS software. The research results show that effort expectancy partially influences repurchase intention. Information quality influences repurchase intention. Social influence influences repurchase intention. Simultaneously, effort Quality and social influence jointly influence repurchase intention. The coefficient of determination value is 0.579. This explains 57.9% of the variation in repurchase intention in the research, which can be explained through this regression. Meanwhile, the remaining 44.1% is explained by other variables outside of this research.

Keywords: Effort expectancy, information quality, social influence, repurchase intention

Introduction

Since ancient times, women have played important responsibilities in households. In addition to their regular household duties, women are now valued at the workplace and participate in a wide range of work-related activities. The current imperative is to create a society in which women can live freely without fear of discrimination, exploitation, or oppression in order to better the prospects for future generations. Although there were formerly some artificial barriers for women, these days they are essential in many fields. Today's women are shattering that barrier by juggling both their personal and professional lives, improving their social standing in the process. Working women face significant challenges due to their combined obligations of taking care of their homes and offices. The perception of women and their place in the home has not changed significantly, despite the fact that an increasing number of women are seeking paid work and that their families depend on them for income. Women are still viewed as inferior, helpless, and second-class members of society. Even now, taking care of the family and children is generally perceived to be the primary responsibility of the women.

Urban women with higher levels of education are thought to possess greater awareness of the opportunities and challenges that come with their jobs. They are also thought to be more capable of understanding their roles and limitations in the workplace and are seen as brave enough to forge their own identities, whether or not their families support them. Therefore, in order to have a deeper grasp of the dynamics of the workplace pertaining to women, an assessment of the challenges and issues facing working women is important.

Stipulated Objectives of the Study

1. To find out the discrimination against women in promotion in comparison to their male counterpart at work place.
2. To know the working conditions of females in comparison to their male counterpart.

3. To know about the level of harassment of the working women at workplace.

Methodology

Selection of Area

The study is pertained to the urban area of district Sirsa of Haryana. The study has been conducted on urban working women. A total of 150 females have been selected by using the random sampling. The data have been collected by survey method from all the respondents. Personal interviewed were conducted on the working women with the help of well-structured schedule.

Sources of data

The study is based mainly on primary data. The primary data have been collected from well-structured schedule and questionnaire.

Time Period of the study

To collect the primary data, the time period has been selected from 2022-23.

Analytical Tools and Techniques

To achieve the specific Objectives of the study, data collected has been analyzed. For the purpose of analysis, logical tool and techniques such as per average, percentage, and other required method tools have been used.

Results and Discussion

The furnished results related to the stipulated objectives are presented through the following heads

Difference of Time Taken for Getting Promotion

According to the data in Table 1, 74 per cent of female employees received promotions at the same time as their male counterparts, regardless of gender; additionally, 4.67 per cent of women received promotions sooner than their male peers, and 21.33 per cent took longer. Therefore, it is evident that there is not a significant amount of gender bias in the workplace when it comes to promotions. Only a small percentage of respondents acknowledged that their male

equivalent received a promotion ahead of them due to their strong rapport or tight relationship with higher authorities.

Table 1: Difference of Time Taken for Getting Promotion

Particulars	No. of Respondents	Percentage
Equal time	111	74.00
Longer	32	21.33
Earlier	7	4.67
Total	150	100

Promotion is Based on Merit

The final data presented in table 2 indicates that 36 per cent of respondents believed that their promotion was granted based solely on merit, not on favoritism or any other inappropriate proposal; 8 per cent of respondents were unsure about their responses, and 56 per cent of respondents agreed that favoritism is common at the workplace.

Table 2: Promotion is Based on Merit

Particulars	No. of respondent	Percentage
Yes	54	36.00
No	84	56.00
Can't say	12	8.00
Total	150	100

Working Hours in the Office

According to the provided data shown in Table 3, 68.00 per cent of women agreed that they worked as hard as their male coworkers, and 15.33 per cent of women felt that they did not work as hard as their male coworkers since position and post can occasionally have an impact on the work process. Some respondents stated that they are unable to dedicate additional time to critical or urgent tasks because of their family duties, and their male counterparts make up for this. As a result, the length of the workday element varies for men and women. An estimate of the proportion of women who said they spend more time at work is 7.33 percent. 9.33 percent of women were unsure about their responses.

Table 3: Working Hours in the Office

Particulars	No. of respondent	Percentage
Equal Time	102	68.00
More Time	11	7.33
Less Time	23	15.33
Can Not Say	14	9.33
Total	150	100

Attitude of Boss

According to the data in Table 4, 41.33 percent of respondents felt that their supervisor was cooperative with them, while 10 per cent women reported that their boss had an unpleasant attitude towards them. When comparing the attitude of their boss towards them with that of their male counterpart, 48.67 female employees believed that their supervisor's attitude towards them was neutral and that no bias was evident in the behaviour of their boss.

Table 4: Attitude of Boss

Particulars	No. of respondent	Percentage (per cent)
Co-operative	62	41.33
Neutral	73	48.67
Un-Coperative/Abusive	15	10.00
Total	150	100

Experience of Respondents working with Male Colleagues

According to the data in Table 5, 72 per cent of female respondents indicated they felt comfortable working alongside male coworkers, while 20.67 per cent said they were uncomfortable doing so. This proportion of women who don't feel comfortable working with their male coworkers may be due to a lack of confidence in themselves or a societal mistrust of males that has been exacerbated over time by unfavorable experiences and increased awareness.

Table 5: Experience of Respondents working with Male Colleagues

Particulars	No. of Respondent	Percentage
Comfortable	108	72.00
Uncomfortable	31	20.67
Sometimes feel hesitant	11	7.33
Total	150	100

Sexual Harassment at Workplace

When asked if they had experienced any verbal or physical harassment at work, the majority of respondents (77.33 per cent) said they had never experienced such unpleasant situations from their supervisors or coworkers. Of those surveyed, 22.67 percent acknowledged that they had experienced verbal or sexual harassment at work. Of those, 52.94 percent said that their coworkers were to blame, while 23.53 per cent believed that their employer was to blame. Just 5.88 percent of respondents said that people in positions of higher authority have also engaged in these kinds of actions.

Table 6: Sexual Harassment at Workplace

Particulars	No. of Respondent	Percentage
Yes	34	22.67
No	116	77.33
Total	150	100.00
If Yes (Details about the perpetrators)		
Boss	8	23.53
Colleagues	18	52.94
Higher Authority	2	5.88
Others	6	17.65
Total	34	100

Response of Authority towards Sexual Harassment Activities

According to the results provided in Table 7, 47.33 percent of the female participants do not know if their organization has taken any action against the accused. This indicates a lack of transparency or maybe a lack of awareness regarding the issues faced by women in the workplace. 37.33 percent of women felt that sufficient actions were taken, compared to about 15.33 who believe that no strict actions were done.

Table 7: Response of Authority towards Sexual Harassment Activities

Particulars	No. of respondent	Percentage
Strict	56	37.33
Can Not Say	71	47.33
Lenient	23	15.33
Total	150	100

Perceptions about the Allotment of Easier Job to the Respondents

Table 8 presents the facts indicating that most women believe they are not assigned any simpler assignments in comparison to their male coworkers. They put in just as much effort as everybody else. Nonetheless, 38.00 per cent of the participants disclosed that, on sometimes, they receive easier assignments at work in comparison to their male colleagues. When asked about the nature of the difference in the work assigned to them and their male colleagues, 26 per cent of the respondents denied it entirely, while 27.33 per cent of the respondents acknowledged that it happened infrequently when they were given easier work compared to their colleagues.

Table 8: Perceptions about the Allotment of Easier Job to the Respondents

Particulars	No. of Respondent	Percentage
Regularly	13	8.67
Occasionally	57	38.00
Rarely	41	27.33
Never	39	26.00
Total	150	100

Perception of Women about the Most Important Problem Faced by Working Women in the Work place

Table 9 reveals that the main issue that 41.33 percent of working women deal with are related to mental pressure, which includes rivalry, jealousy, gossip, character assassination, and other similar issues, as well as other workplace issues like physical stress, a lack of support for child care, strict work schedules, and a salary that is insufficient for the work performed. Of the respondents, 23.33 per cent thought that their worst experience was related to gender discrimination at work. 22.67 per cent of the respondents believe that sexual harassment is the biggest issue they face at work

Table 9: Perception of Women about the Most Important Problem Faced by Working Women in the Work place

Particulars	No. of Respondent	Percentage
Depression	16	10.67
Mental Pressure	62	41.33
Gender discrimination	35	23.33
Sexual Harassment	34	22.67
Others	3	2.00
Total	150	100

Conclusion

It can be concluded that a large chunk of female employees received promotions at the same time as their male counterparts, regardless of gender but 56 per cent of respondents agreed that favoritism is common at the workplace as sometimes merit can be ignored. 48.67 female employees believed that their supervisor's attitude towards them was neutral and that no bias was evident in the behaviour of their boss. A larger proportion of female respondents indicated they felt comfortable working alongside male coworkers, while 20.67 per cent said they were uncomfortable doing so. Regarding respondents' experience about any verbal or physical harassment at work, the majority of respondents said they had never experienced such unpleasant situations from their supervisors or coworkers. When asked about the action taken by authority

about any verbal or physical harassment, 47.33 percent of the female participants do not know if their organization has taken any action against the accused. This indicates a lack of transparency or maybe a lack of awareness. A larger proportion of the respondents agreed to the fact that they are not assigned any simpler assignments in comparison to their male coworkers. 41.33 percent of working women deal with are related to mental pressure, which includes rivalry, jealousy, gossip, character assassination, and other similar issues, as well as another workplace.

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