

## **EXPLORING THE WORK LIFE BALANCE OF STREET VENDORS WITH REFERENCE TO TAMBARAM: A TOWNSHIP AREA IN CHENNAI METROPOLITAN CITY**

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**Abstract:** *The street vendors who sell at low price are those who cannot afford a retail outlet though they are skilful in all means. They attract those customers who are not intend to spend much time in shopping. Inspire of their significant role in the economy when it comes to brand name, quality, array of product lines the street hawkers tends to be unsuccessful when compared to the retailers. Thus, it becomes very difficult for the street vendors to balance their daily bread earning and balancing their life. Although previous researchers have studied about street vendors, not more number of thesis available on this concept of Work life balance. Hence, the researcher proposed to focus on the factors related to Work Life balance of street vendors. Results of the study confirmed the reliability and validity of measurement instrument showing Cronbach alpha value of .813 which is a positive acceptance to proceed with the factor analysis. The sample size for this research study is 90 and the sample respondents are street vendors in the area of Tambaram, which is a posh town ship zone in the metropolitan city of Chennai. The primary data were collected using an interview schedule with simple random sampling method. The proposed conceptual model was developed and tested through a factor analysis to reduce data dimensions using factor analysis. Based on the factor analysis, for this model of WLB of street vendors the hypothesis was tested using a SEM (Structural Equation Model) and appropriate inference has been drawn. The finding explores that the street vendors positively consider the stated study variables and have significant impact in determining their work life balance. In general aspect they must be self motivated which will make them to move on in progressive way to develop their daily life. To be authentic the researcher has explored Work life balance of street vendors which is different emerging concept. Future researchers can concentrate on other variables such as Motivation, Emotional Intelligence, Source of finance, Problems in daily life of street vendor.*

**Key Words:** *Work Life Balance, Street Vendors, Demographic Impact, stress, Social security*

### **INTRODUCTION**

There is substantial increase in the number of street vendors in the major cities, especially in the developing country like India. Vending is an important source of

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employment for a large number of people as it requires low proficiencies and small financial contributions. A street vendor is broadly defined as a person who offers goods or services for sale to the public at large without having a permanent built up structure but with a temporary structure or mobile stall from which to sell. Starting from vegetables, eatables, readymade clothes, flowers and electronic items these street vendors with their loud voice and cheer involvement sell their products to the public. The total number of street vendors in the country is estimated at around 10 million. Some studies estimate that street vendors constitute approximately 2 per cent of the population of a metropolis. The research focused on tambaram area which is a developing township in chennai . The street vendors line up near railway stations, parks, busy shopping streets, housing complexes, in front of religious places, major sports and entertainment centres. Markets, pathways, highways and terminuses are the other highly congested places where the street vendors sell their products. Street vendors may have fixed stalls such as kiosks, semi-fixed stalls like folding tables; they may operate from crates, collapsible stands, or wheeled pushcarts that are moved and stored overnight. The zones are likely to be in and around Shanmugham Road, Rajaji Road and Gandhi Road, where most of the hawking happens. The earning of street vendors depends on the products they sell, and it deviates from trade to trade, location to location, volume of trade and terms of trade. A few of the vendors income are quite high while others are low but they ensure the availability of products at cheaper rates to the targeted people.

In today's fast paced business world, the ability to achieve work life balance is becoming more and more difficult. Work-life balance is simply defined as the healthy blend of job and personal responsibilities. With a balance between work and home, comes greater control of where the focus remains. Recognizing the balance that need to find in life will help in balancing the work also. As humans we get out of balance at times because situations pull us more in one direction than another. One important theme to be understood is the various roles taken up by the street vendors to sell their products and the way they balance their daily life because they sell all the day and at the same time they have to earn their daily living balancing all their emotions and pressure.

### **OBJECTIVES OF THE STUDY**

To study the influence of demographic variable on work life balance of the street vendors with reference to tambaram area.

To understand the working conditions of the street vendors in terms income, accessibility of finance, working hours, safety and security.

To determine which factor contributes the most towards the work life balance of street vendors.

### **LIMITATIONS OF THE STUDY**

The study is limited with reference to the work life balance of street vendors in the area of Tambaram alone. The tools used for analysis has its own technical bias and has impact on the findings.

### **RESEARCH METHODOLOGY**

An attempt was made to collect comprehensive data on street vendors through surveys. The sample size for this research is 90 and the sample respondents are street vendors in the area of Tambaram, which is a posh town ship zone in the metropolitan city of Chennai. The primary data were collected using questionnaire with simple random sampling method. For data collection, a questionnaire was designed with two parts. Part A relates to the respondents' demographic profile. Part B contains 25 items to measure work life balance with five-point Likert scale. The statistical tools used to analyze the data with reference to the selected objectives of the study, include factor analysis, SEM. The proposed conceptual model was developed and tested through a factor analysis to reduce data dimensions. Based on the factor analysis, for this model of work life balance of street vendors was tested using a SEM (Structural Equation Model) and appropriate inference has been drawn.

### **REVIEW OF LITERATURE**

Many changes in the workplace and employee demographics in the past decade have led to an increased concern for the boundary between employee work and non-work lives (Hochschild, 1997). More employees work from home or bring work home, thus blurring the boundaries between work and non-work (Hill *et al.*, 1998). Work-life balance, a more inclusive approach to the study of work/non-work conflict, has become an important issue at the workplace. Work-life balance leads to a sense of achievement and feelings of enjoyment at work as well as non-work lives. However, with globalization and heightened market competition, there has been a drastic change in the work practices. Individuals struggle to meet the commitments of both work and home.

Balancing the demands of work with the responsibilities of life including family and personal responsibilities is a challenge (Hayman, 2005). With the increased awareness that quality of an employee's personal life and family life impacts work quality and it makes business sense to promote work and family integration (Lockwood, 2003), companies are offering work-life balancing programs to convey that the employer recognizes the challenge their employees face when balancing their time between work and home life. Work-life programs offer a win-win situation for employers and employees (Lockwood, 2003). (Reid, David McHardy<sup>1</sup>, Fram, Eugene H.<sup>2</sup>Guotai, Chi 2010) There is a great deal of criticism levied at street vendors, despite the fact that these vendors, as part of a global informal economy, are becoming more important as millions are being occupationally downsized. Criticisms include street

vendor businesses are not economically robust, they can be conduits for pirated goods, they do not make good use of public spaces, and they are considered by economists to be 'bad news' for the world economy. (Saha, Debdula 2011) made an attempt to understand the role of the collective bargaining process in promoting social dialogue among the street vendors in Mumbai. The heterogeneous nature of street vending activity further retards the unionization process and several membership-based organizations are working actively toward the provision of social security for vendors in addition to the provision of formal credit through a cooperative credit society. (Sujaya and Sridevi 2015) study was undertaken to observe knowledge, attitude and practices followed by street food vendors in Chennai city. A continuous monitoring in each activity from pre-preparation to cleaning is required in the street food centers to avoid any food borne pathogenic outbreaks in the future. The study concluded with the call for stringent supervision and implementation of food-safety practices and regular education on food and personal hygiene among vendors

## V. ANALYSIS AND INTERPRETATION

### Reliability test

Since this research has utilized proper linkert scale it is important to test the internal consistency and the reliability of the questionnaire and thus we employ a Cronbach's alpha test. A total of 25 scale constructs were tested for reliability and the below table clearly shows that the set of constructs used in this study is perfect and highly reliable.

Reliability Statistics	
<i>Cronbach's Alpha</i>	<i>N of Items</i>
.813	25

### Sample adequacy test and sphericity test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.722	
Bartlett's Test of Sphericity	Approx. Chi-Square	277.885
	Df	45
	Sig.	.000

The above table shows the sample adequacy test by KMO (**Kaiser-Meyer-Olkin**) and **Bartlett's** test. On the other hand the **Bartlett's** test of sphericity (Ho 1 All correlation coefficients are close to zero) is rejected as the level of significance (**P < 0.0005**) for Approx. The chi-square value is (277.885) and all the coefficients are not close to zero and thus the second acceptance is strong to proceed with a factor analysis as it satisfies both the test to conduct a complete factor analysis.

### Factor analysis

The first and the foremost initial process in factor analysis is to determine the linear components within the data set i.e., the Eigen values by calculating the Eigen values for R-matrix. SPSS extracts factors which has values more than 1 which is acceptable. Principal component analysis is an important technique to determine the strong patterns in the data set and an important instrument for data reduction is followed. The initial value is 1 by definition and extraction values are more than .5 is usually accepted. In this research the extraction values are high i.e., more than .5 which indicates the proportion of each variables variance. We now proceed with the total variance table.

<b>Communalities</b>		
	<i>Initial</i>	<i>Extraction</i>
Not satisfied with my present work Q1	1.000	.725
Tired or depressed due to the nature of my work Q2	1.000	.834
Manage stress arising out of my work Q3	1.000	.692
Encourage my family member's involvement Q4	1.000	.607
Often change array of merchandising Q5	1.000	.670
Political Influence is a hurdle for my business Q6	1.000	.654
Being honest is important for building trust Q7	1.000	.519
Repackaging good for further sale Q8	1.000	.667
Not able to balance my work and my life Q9	1.000	.787
Often worry about the development of work Q10	1.000	.822
Not able to spend enough time with my family Q11	1.000	.802
High pressure due to nature of work Q12	1.000	.448
Affected by work related diseases Q13	1.000	.596
Satisfied with the safe and healthy working environment Q14	1.000	.911
Social security during working hours Q15	1.000	.938
Opportunity for continued growth Q16	1.000	.756
It is difficult to understand the attitude of the customer Q17	1.000	.527
Positioning the product based on the location is must Q18	1.000	.803
Satisfied with earning of my job Q19	1.000	.708
Fail to meet customer expectation Q20	1.000	.826
Favour of mouth is important to develop business Q21	1.000	.793
Managing the time is great problem Q22	1.000	.660
Difficult to compete with other competitors Q23	1.000	.864
Cleanliness and personality are important traits Q24	1.000	.880
Major portion of the profit is utilized for invest in my business Q25	1.000	.924
Extraction Method: Principal Component Analysis.		

Finally the rotated component analysis is used to shows the factor loadings for each scale construct. Based on the highest factor loadings each the following names have been given. The factor matrix contains the coefficients which express the standardized variables in terms of the factors. These coefficients, the factor loadings, represent the correlations between the factors and the variables. A coefficient with a large absolute value indicates that the factors and the variables are closely related.

The coefficients of the factor matrix can be used to interpret the factors. Although the initial or un rotated factor matrix indicates the relationship between the factors and individual variables, it seldom results in factors that can be interpreted, because the factors are correlated with many variables. In this case, the factors have been rotated so that each factor has significant loadings (more than 0.40) ideally with not more than one variable.

### Factor-loadings

**Kline (1994)** reports that once the factor analyses are conducted, it is usual to regard factor loadings as high if they are greater than 0.40

Component	Total Variance Explained					
	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.555	22.222	22.222	5.555	22.222	22.222
2	3.356	13.424	35.646	3.356	13.424	35.646
3	2.724	10.895	46.541	2.724	10.895	46.541
4	2.172	8.687	55.228	2.172	8.687	55.228
5	1.925	7.700	62.927	1.925	7.700	62.927
6	1.522	6.088	69.015	1.522	6.088	69.015
7	1.159	4.637	73.652	1.159	4.637	73.652
8	.927	3.708	77.361			
9	.851	3.405	80.766			
10	.820	3.281	84.048			
11	.719	2.876	86.924			
12	.627	2.507	89.431			
13	.523	2.094	91.525			
14	.458	1.833	93.358			
15	.334	1.335	94.692			
16	.303	1.211	95.904			
17	.253	1.013	96.917			
18	.218	.871	97.788			
19	.166	.666	98.454			
20	.128	.512	98.966			
21	.122	.487	99.453			
22	.076	.303	99.756			
23	.038	.154	99.910			
24	.021	.082	99.992			
25	.002	.008	100.000			

Extraction Method: Principal Component Analysis.

	Component Matrix <sup>a</sup>						
	Component						
	1	2	3	4	5	6	7
Fail to meet customer expectationQ20	<b>.765</b>	-.180	.368	-.020	-.240	.013	.123
Favour of mouth is important to	<b>.719</b>	-.098	.047	.161	.136	.461	.087

develop businessQ21							
Not able to spend enough time with my familyQ11	<b>.691</b>	.399	-.110	-.074	-.175	.141	.311
Opportunity for continued growthQ16	<b>.689</b>	-.229	.314	.009	-.120	.278	.198
Positioning the product based on the location is mustQ18	<b>.671</b>	.173	.170	.223	.053	-.462	.166
Managing the time is great problemQ22	<b>.607</b>	.088	.269	-.137	-.201	-.390	-.028
Not satisfied with my present work Q1	<b>.586</b>	.385	.314	.246	-.048	.012	.269
Repackaging good for further sale Q8	<b>.503</b>	-.110	.479	.252	-.146	.277	-.106
Being honest is important for building trust Q7	<b>.410</b>	.029	.324	-.259	-.306	.165	.239
Social security during working hoursQ15	.238	<b>.788</b>	-.302	.058	.123	.305	-.241
Major portion of the profit is utilized for invest in my businessQ25	.242	<b>.780</b>	-.296	.078	.122	.309	-.230
Satisfied with the safe and healthy working environmentQ14	.290	<b>.599</b>	-.028	-.584	.140	-.131	.299
Cleanliness and personality are important traitsQ24	.527	<b>.533</b>	.177	-.499	-.016	-.165	-.097
Political Influence is a hurdle for my business Q6	-.271	<b>.504</b>	.254	.221	-.399	.090	-.215
Often change array of merchandising Q5	.103	-.044	<b>.682</b>	.148	.060	-.077	-.401
Manage stress arising out of my work Q3	.389	.118	<b>.520</b>	.296	.377	.157	.048
Affected by work related diseasesQ13	.070	.436	<b>.516</b>	-.115	-.180	.026	-.298
Difficult to compete with other competitorsQ23	.488	.322	-.271	<b>.592</b>	.137	-.274	.065
Encourage my family member's involvement Q4	-.297	.002	.361	<b>.549</b>	.183	-.225	.050
Satisfied with earning of my jobQ19	.414	.229	-.371	<b>.513</b>	.193	-.209	.055
Tired or depressed due to the nature of my work Q2	-.462	.266	.442	-.156	<b>.555</b>	-.060	.136
Not able to balance my work and my life Q9	-.502	.263	.341	-.211	<b>.536</b>	-.082	.106
High pressure due to nature of workQ12	.132	-.276	.052	-.079	<b>.523</b>	.191	.188
It is difficult to understand the attitude of the customerQ17	.453	-.098	-.005	.055	.283	.478	.018
Often worry about the development of work Q10	-.118	.435	.095	.343	-.466	.164	.498

Extraction Method: Principal Component Analysis.

a. 7 components extracted.

Justification for clubbing 6<sup>th</sup> and 7<sup>th</sup> iteration: Since both the iteration values falls on the same equilibrium, it is to be combined into a single factor.

The method for rotation used here is the Varimax procedure. This is an orthogonal method of rotation that minimizes the number of variables with high loadings on a factor, thereby enhancing the interpretability of the factors. On the basis of Table, seven components were identified for the **25 variables**. Based on the item loadings, these factors were respectively labelled as follows:

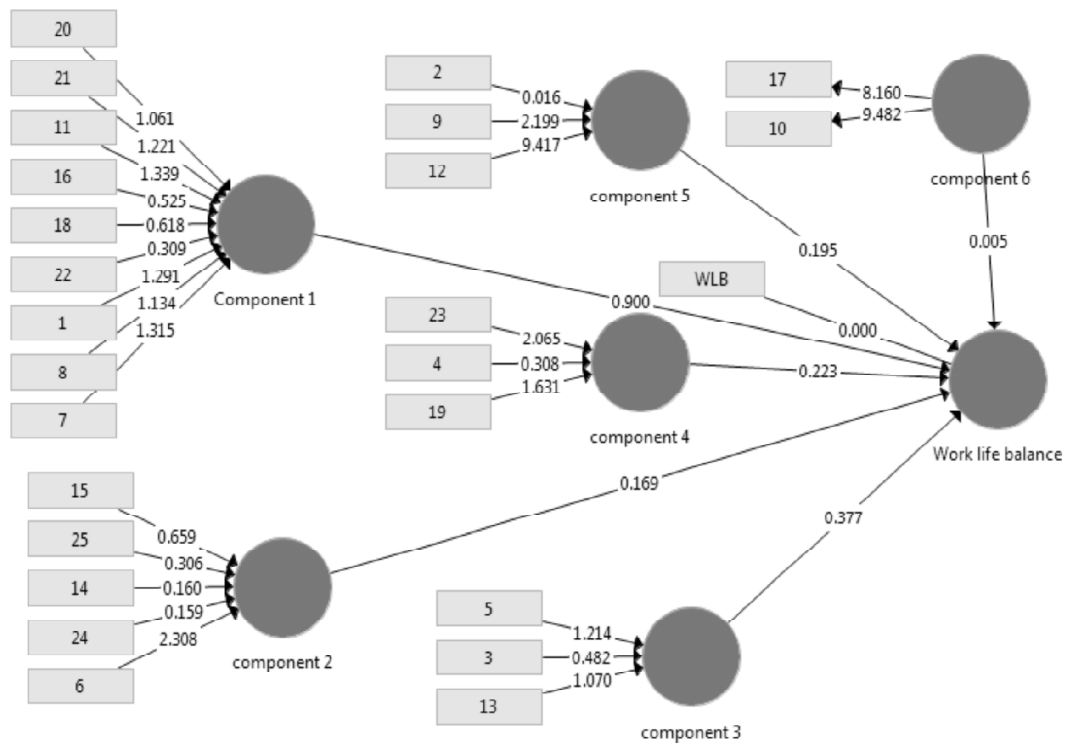
1. The factor "**Hard to satisfy customer expectations**" explains the 1<sup>st</sup> component.

2. The factor “**Health problems and feeling of insecurity**” explains the 2<sup>nd</sup> component.
3. The factor “**Work related problems**” explains the 3<sup>rd</sup> component
4. The factor “**Difficult to face competition**” explains the 4<sup>th</sup> component
5. The factor “**Pressure and depression**” explains the 5<sup>th</sup> component
6. The factor “**Changing customer trend**” explains the 6<sup>th</sup> component

**HYPOTHESIS**

- Ho 1 – Hard to satisfy customer expectation has no impact on work life balance
- Ho 2 – Health problems and feeling of insecurity has no impact on work life balance
- Ho 3 – Work related problems has no impact on work life balance
- Ho 4 – Difficult to face competition has no impact on work life balance
- Ho 5 – Pressure and depression has no impact on work life balance
- Ho 6 – Changing customer trend has no impact on work life balance

Path analysis for various factors affecting street vendors work life balance





**Boot strap summary for model 1**

<i>Path variables</i>	<i>Entire sample estimate (beta)</i>	<i>Sample mean</i>	<i>Standard Error</i>	<i>t-Value</i>	<i>p</i>
C1→WLB	0.901	0.909	0.025	1.075	0.174
C2→ WLB	0.300	0.305	0.090	1.099	0.166
C3→WLB	0.300	0.305	0.090	1.083	0.134
C4→ WLB	0.195	0.206	0.094	1.376	0.122
C5→WLB	0.292	0.286	0.099	2.583	0.00
C6→WLB	0.283	0.288	0.107	0.063	0.234

**AVE and Reliability**

<i>Constructs</i>	<i>AVE</i>	<i>Reliability</i>	<i>Composite Reliability</i>
C1→WLB	0.594	0.766	0.796
C2→ WLB	0.541	0.622	0.799
C3→ WLB	0.564	0.734	0.765
C4→ WLB	0.531	0.754	0.773
C5→ WLB	0.595	0.866	0.785
C6→ WLB	0.494	0.756	0.756

### **Inference for the above boot strap summary and path diagram**

These hypotheses were tested using PLS PM procedure in visual PLS software and from the above boot strap analysis and the path analysis. From the above Table that this study architecture road map through structural equation modelling analysis to take Partial Least Square (PLS) analysis can be obtained following model 1(bootstrap summary) study architecture structure mode path it is clear that factors of street vendor problem. When the path coefficient is positive, indicating a positive influence and coefficients being negative represent a negative relationship. Here with regard to En route the path of the data path for the value of T, T value of **1.96** and above indicates that the path independent variables to the dependent variable reached a significant level and its route to the solid line indicates; T value less than significant standard that route at dotted line. **Cronbach's á internal consistency reliability** can adopt the most widely reliability indicators were both the constructs are close to .7 which is acceptable. The **composite reliability** of two dimensions is higher than 0.7; (c) **Average Variance Extracted (AVE)** is higher than 0.5 for the street vendors problems path variance and thus we accept it. Thus we reject the null hypothesis and conclude that there is a strong impact of various factors contributing to the problems of the street vendors work life balance.

## **VII. CONCLUSION**

Street vendors represent a vital part of a country's retail distribution network, particularly in the more isolated areas, and can contribute to macroeconomic goals of market competition.

They face different types of livelihood risks when compare to others because of their legal, physical, and socio-cultural environment. Balancing the work and life is about creating and maintaining supportive and healthy work environments, which will enable to have balance between work and personal responsibilities. Work-life conflict is a serious problem among the street vendors that impacts themselves, their family members and communities. Unsuccessful factors are many, just because street selling is a low investment oriented self job it requires special skills and ability to attract customers. The mode of communication, the way of understanding customer requirements is some important techniques which they need to adopt. Protection of their right to work is perhaps one of the most important issue over which struggles are being waged. Several legislations are currently focused on ensuring adequate livelihoods and protection for street vendors.

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