

Research On Work-Life-Leisure Conflict

MKT412: Service Marketing

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Serial According to Sheet: 42-63

E-19-8 to E-19-10

In the study we have found majority part (40%) said they still get time after managing family roles and matters. More than 55% respondents (among them 30% extreme) said they can participate in the family activities because of recreational activities. 80% respondents are not pre-occupied with recreational activities so that they cannot concentrate on family.

E-19-11 to E-19-13

In the study it has found that most (65%) of the family members contribute to family matters and enjoy more free time and only 25% of them said the opposite. According to 60% respondents they face trouble in managing time between family life and leisure and 25% said against that.

E-19-14 to E-19-18

As life became too fast and time became tighter 85% respondents agreed to the truth of being stressed for meeting all work demands and hard to manage time for enjoy. Except 30% respondents 65% reply about the job that job makes it difficult for them to relax when they are away from work. 90% respondents (with 60% extreme) disagreed with the fact that they cannot concentrate on their work for the pre-occupation with leisure activities where only 10% replied "agreed". None of the respondents agreed they feel tired at work for participating in late night parties and among them 70% strongly disagreed. Major part (55%) of the respondents face problem in managing time between work and leisure life.

24-1 to 24-3

Three-fourth of the respondents feel comfortable in fulfilling their work & their effort are properly rewarded where only 20% replied opposite. 40% respondents replied neutral with the matter that they can manage the family responsibilities & make everybody happy and 40% agreed the fact. As people have less time to enjoy and that's why 70% replied they do not have a very enjoyable leisure life.

24-4 to 24-6

Most of the respondents (45%) said they are not equally involved & satisfied with the work, leisure and family life where a big portion (35%) replied neutral. Half of the respondents (with 25% extreme) don't at all believe the involvement in work and family roles is beneficial for health. With 20% disagreement, 50% respondents expressed their satisfaction with what they are and what they have.

Respondents Profile (TV)

Very few of the respondents watch TV less than half-an hour in the morning that is only 15% and 85% respondents don't watch TV in the morning. And as respondents are in the office works during day time and they have little chance of watching TV that's why 85% respondents told that they don't watch TV in that time period. After whole day work people back to home at evening and that time they get time to watch TV. 95% of the respondents fall in that region, where 50% spend one hour and 45% people pays one and half-hour for watching TV.

Respondents Profile (Newspaper)

Before leaving the home or in the first part of the day time (morning) 85% respondents said they read newspaper for less than half an hour and 5% spent for one and half-hour. In day time (in most cases in office time) 65% people don't have access to newspaper and 35% respondents spend less than half an hour for reading newspaper in day time. Unlike TV watching habit 90% respondents read newspaper in the evening. 5% read newspaper for less than half-hour and 5% read one hour. That implies people mostly interested to know the latest information within the first hour of the day time.