

Life Style among Industrial Company of Technical And Non-Technical Employees

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ABSTRACT

The present study aimed to know the life style among the technical and non-technical employees. It also aimed to check life style with reference to types of employees and level of experience. The Life Style Scale (LSS) prepared by S.K. Bawa and Sumanpreet Kaur (2010) was used. The sample constituted total 160 employees out of which 80 were from Types of Employees (40 technical and 40 non-technical employees) and 80 from Level of Experience (5 to 10 years and 15 to 20 years). The data was collected from industrial company from Ahmedabad City. The data was scored, analyzed as per the manual. t test was being calculated. The result showed that (1) there is significant difference between the mean score of life style among technical and non-technical employees. Thereafter could be said that, non-technical employees show more life style than technical employees, (2) there is no significant difference between the mean score of life style among level of experience of 5 to 10 years and 15 to 20 years.

Keywords: *Life Style, Industrial Company, Technical, Non-Technical, Employees*

Lifestyle of youth in India is taking a rapid turn with the fast changing world Influence of globalization, modernization, changing needs of the society and awareness is making the youth more and more ambitious, hence affecting their lifestyle it can be studied through their orientation to career, society, family, education trend seeking attitude. The way one lives has a great impact on the competencies of an individual to get success and satisfaction in life. Every individual has different way and style of living. Thus, lifestyle can be defined as a person's pattern of living expressed through his/her activities, interests and opinion Owing to this fact help she may have health oriented lifestyle, family oriented, academic oriented or career oriented lifestyle. Keeping this in mind the scale of lifestyle for youth has been constructed having the following dimensions:

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Health Conscious Lifestyle: The lifestyle in which the individual always remains conscious for keeping himself physically fit and fine.

Academic Oriented Lifestyle: It refers to the lifestyle of an individual who always remains involved in his academic field.

Career Oriented Lifestyle: An individual's lifestyle to be career oriented when he is always curious to gain more and more knowledge in his career.

Family Oriented Lifestyle: A person is always in close touch with his family and shares each and every moment of his/ her daily activities with family.

Socially Oriented Lifestyle: An individual, who always participates in social activities and is always keen to do good for society.

Trend Seeking Lifestyle: An individual, who is keen to adopt new fashion and always willing to update himself with new trends.

History of Lifestyles Studies: Lifestyles as styles of thought the approach interpreting lifestyles as principally styles of thought have its roots in the soil of psychological analysis. Initially, starting with Alfred Adler, a lifestyle was understood as a style of personality, in the sense that the framework of guiding values and principles which individuals develop in the first years of life end up defining a system of judgment which informs their actions throughout their lives. Later, particularly in Milton Rokeachs work, Arnold Mitchells VALS research and Lynn Kahles LOV research, lifestyles analysis developed as profiles of values, reaching the hypothesis that it is possible to identify various models of scales of values organized hierarchically, to which different population sectors correspond.

Quality of Working Life: Employees at the grass root level experience a sense of frustration because of low level of wages, poor working conditions, unfavorable terms of employment, inhuman treatment by their superiors and the like whereas managerial personnel feel frustrated because of alienation over their conditions of employment, interpersonal conflicts, role conflicts, job pressures, lack of freedom in work, absence of challenging work etc.

Work norms in modern industrial society indicates that (i) employee's role in industry is different from his role in the family (ii) superior knows the best and he has the right to impose on the subordinates (iii) rules are for employees and they have to follow them and (iv) employer has the right to layoff the worker due to marketing and technological factors.

Conceptualizing lifestyle psychology: Lifestyles are patterns of (behavioural) choices from the alternatives that are available to people according to their socio-economic circumstances and the ease with which they are able to choose certain ones over others. (WHO 1986: 118)

This early definition of "lifestyle" recognizes the contextual element of choice and how choice may be limited by factors out of the control of the individual but does not specify which

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behaviors are considered to be key in terms of maintaining health and preventing disease. Indeed the WHO states: □ it is one of the WHO □ s responsibilities to ensure that the lifestyle concept is not used as a blanket explanation in which the victim is always blamed (*WHO 1986: 118*).

Lifestyle Behaviours : The behaviours that are usually cited as being involved in the etiology of lifestyle diseases are poor diet, lack of physical activity, cigarette smoking (Blaxter 1990; Doyle 2001) and, increasingly, excess drinking (Blaxter 1990; Burke et al. 1997). The taking of illegal drugs is also lifestyle behaviour with health consequences. Reducing illegal drug taking seldom appears in general government health targets (National Assembly for Wales 2000), although many specific policy documents address this issue, and this may well be because, while often high profile, drug takers constitute a minority of the population (ONS 2007).

Modern Lifestyles: People have been overeating, drinking to excess and making other negative lifestyle choices for centuries and yet the current dialogue in policy documents and the media suggests that this is a recent and modern problem (Department of Health, Physical Activity, Health Improvement and Prevention 2004; Mulvihill et al. 2005; HM Government 2007; Jones et al. 2007).

The lifestyle of a whole society will change with modernisation and with social change. This is evident from the different patterns of lifestyle choices in countries at different stages of modernisation and with different cultural norms (*WHO 1986*).

Lifestyles in daily life: Lifestyles are enacted in, and constrained by, daily life. Most people's lives. Involve four aspects: sleeping, travelling, working and caring, and leisure (Buckworth and Dishman 2002). It is impossible to describe a typical 24 hours for someone working in the UK. The complexities of modern life in terms of work patterns and outside responsibilities mean that the 9 to 5 day is not applicable to many people living and working in Britain. However, if you consider an average night's sleep to be about 8 hours, the average working day to be 8 hours and an average journey to and from work to be an hour, then there are about 7 hours left a day for leisure and/or caring and household responsibilities.

OBJECTIVE

- To know whether life style is more among types of employees.
- To know whether there is any difference among the life style among level of experience. (5 to 10 and 15 to 20 years).

Working Definition :

1. Technical Employees:-

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In the present study technical employees Iam defined as employees who directly work with machine and people who engage with plant in limited company, private limited company and government company. Technical employees work in production department.

2. Non-Technical Employees:-

In the present study Non-Technical employees I be defined as employees who directly work in deferent department such as Administrative department, Accountancy department, Human Resource department and Legal department in limited company, private limited company and government company.

METHOD

Hypothesis

- There is no significant difference between the mean score of life style among technical and non-technical employees.
- There is no significant difference between the mean score of life style among level of experience of 5 to 10 years and 15 to 20 years.

Sample:

The sample of the present study constituted total 160 employees out of which 80 were from Types of Employees (40 technical and 40 non-technical employees) and 80 from Level of Experience (5 to 10 years and 15 to 20 years).

Research Design:

A total sample of 160 employees equally distributed between types of employees and levels of experience from various Industrial Company of Ahmedabad City in Gayatri Industries, Sharda Industrial Estate and Shyam Industries were selected for the research study.

Showing the table of Sample Distribution

Level of Experience	Types of Employees		Total
	Technical	Non-Technical	
5 to 10 Year	40	40	80
15 to 20 Year	40	40	80
Total	80	80	160

Variable:

Independent Variable:

- **Types of Employees :** Technical and Non-Technical Employees.
- **Level of Experience :** 5 to 10 Year and 15 to 20 Year.

Dependent Variable:

Life Style Scale

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Tool :

The Life Style Scale (LSS) prepared by S.K. Bawa and Sumanpreet Kaur (2010) was used. The scale consists of 60 items related to following six dimension i.e. (1) Health Conscious Lifestyle (2) Academic Oriented Lifestyle (3) Career Oriented Lifestyle (4) Socially Oriented Lifestyle (5) Trend Seeking Lifestyle and (6) Family Oriented Lifestyle. The scale has been standardized in three versions, i.e., English, Hindi and Punjabi. It can be used to know the lifestyles of persons from 16 years and onwards.

Scoring Procedure and Scoring Key :

Lifestyle scale contains 60 items. Each item has five optional responses, i.e strongly Agree, Agree, Indifferent, Disagree and Strongly Disagree. The respondent has to select one option out of the given five responses: There are 43 positive items and 17 negative items. The positive items are scored as 4,3, 2,1,0 and negative items are scored as 0, 1, 2, 3, 4 for the responses Strongly Agree, Agree Indifferent, Disagree and Strongly Disagree.

Reliability

Test-Retest Method: Test - Retest Method was applied to determine the reliability of the scale. Reliability coefficient has been found to be 0.96. The reliability index is .98.

The Face Validity: As per the suggestions and the opinions of the nine experts to whom the Draft of scale was sent, 57 items were deleted and 15 items were modified.

Procedure:

The permission was granted from various Industrial Company for data collection (Ahmedabad City) after the establishment of rapport, personal information and the Life Style Scale (LSS) was administered the data was collected, scored as per the manual and analyzed. The statistical method t test was calculated and results were interpreted.

RESULT AND DISCUSSION

Table 1 Showing mean, SD and t value of Life Style for Technical and Non-Technical Employees.

Group	N	Mean	SD	t value	Table Value	Sign. Level
Technical Employees	80	141.34	22.08	3.90	1.97	0.05
Non-Technical Employees	80	158.55	32.72			

As can be seen from above table that t value of 1.31 is significant at 0.05 level. This means that the two groups under study differ significantly in relation to life style. The mean score of the technical employees group is 141.34 as against the mean score of 158.55 of the non-technical employees. It should be remembered here that, according to scoring pattern, higher score indicated very higher life style. Thus from the result it could be said that, non-technical

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employees show more life style than technical employees. The Hypothesis no.1 that there is no significant difference between the mean score of life style among technical and non-technical employees is rejected.

The above result shows that non-technical employees working in industrial company have more better and simple life style then technical employees working in industrial company, because these non-technical employees will be more crosiers towards health, more good oriented, more carrier oriented, more family oriented and take care their family that's whey there non-technical employees have better and simple life style.

Table 2 Showing mean, SD and t value of Life Style for Level of Experience of 5 to 10 years and 15 to 20 years.

Group Experience level	N	Mean	SD	t value	Table Value	Sign. Level
5 to 10 years	80	169.90	26.84	1.23	1.97	N.S.
15 to 20 years	80	168.75	22.74			

As can be seen from above table that t value of 1.23 is not significant at 0.05 levels. This means that the two groups under study not differ significantly in relation to life style. The mean score of the experience level of 5 to 10 years for industrial employees group is 169.90 as against the mean score of 168.75 of the experience level of 15 to 20 years for industrial employees. The Hypothesis no.2 that there is no significant difference between the mean score of life style among level of experience of 5 to 10 years and 15 to 20 years is accepted. That means no difference for experience level in industrial employees.

CONCLUSION

1. There is significant difference between the mean score of life style among technical and non-technical employees. Thereafter could be said that, non-technical employees show more life style than technical employees.
2. There is no significant difference between the mean score of life style among level of experience of 5 to 10 years and 15 to 20 years.

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Conflict of Interests

The author declared no conflict of interests.

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