THE IMPACT OF SOCIAL SUPPORT AND WORK-FAMILY CONFLICT ON JOB BURNOUT IN APPAREL FIRM

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Abstract

Managing the causes of burnout has become a momentous phenomenon in career management literature. Majority of the apparel firms in Sri Lanka are experiencing burnout as a massive dispute where it represents many work-related and non-work related issues that employees endure. Some employees are able to deal with the burnout syndrome as a normal part of life; where other employees' get affected in their attempts to deal adequately. This state of burnout is created through the lack of support from relevant parties and in some conditions where a person does not succeed in balancing his or her roles at work and family effectively. Also there is a gap in literature to reveal the impact of both social support and work-family conflict on burnout among the employees especially in apparel sector.

Thus, the present study was conducted with the aim of investigating the impact of social support and work-family conflict on job burnout among the female worker level employees of a leading apparel firm in Batticaloa. The study is mainly considering the primary data. The data were collected through a self-administrated survey method with the use of closed structured questionnaire from 142 respondents of the selected apparel firm. The study used univariate, bivariate and multivariate analysis techniques in order to analyze data and find the results of the study objectives. The findings of the study revealed that the social support has a strong negative relationship with job burnout and work-family conflict has a moderate positive relationship with job burnout. Consequently, social support is significantly contributing to determine job burnout (51.1%) and non-work support is having the higher proportion of variance. Likewise work-family conflict is also significantly contributing to determine job burnout (29.3%) among the selected respondents. Moreover, the lower level of social support and higher level of work-family conflict among the respondents lead to higher level of job burnout among the worker level employees of the selected apparel firm in Batticaloa. The findings of the study have various managerial implications for other apparel manufacturing firms and other industries in any social context.

Keywords: ***Social Support, Work-Family Conflict, Job Burnout***

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