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Letter from the Editor-in-Chief

Myanmar and Korea have many similarities and are complementary relationship. Therefore, we believe that research exchange will expand mutual understanding between Myanmar and Korea, and will be the cornerstone for mutual development.

KOMYRA and YUE have co-published The Myanmar Journal since August 2014. So far, many scholars have published numerous papers through the journal, and We are sure that this journal has helped many people understand Myanmar and Korea more clearly and closely.

The Myanmar Journal covers various issues in Myanmar and Korea. It covers various topics that can promote bilateral development and mutual understanding, not limited to specific topics such as economy, industry, society, education, welfare, culture, energy, engineering, healthcare, and agriculture.

We hope that this journal will continue to promote understanding of the current status and potential capabilities of Myanmar and South Korea and promote in-depth international exchange and cooperation.

We would like to express our deepest gratitude to the editorial board and YUE and KOMYRA for their valuable support in The Myanmar Journal publication.

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Youngjun Choi *yj choi*

Editor-in-Chief of THE MYANMAR JOURNAL
Vice-President of KOMYRA
Email: yjchoi@khu.ac.kr
Office: +82-2-961-0485
Web address: komyra.com/doc/scope.php

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INFORMATION ABOUT The Myanmar Journal

The Myanmar Journal (ISSN 2383-6563) is the official international journal co-published by Yangon University of Economics (YUE) and Korea Myanmar Research Institute (KOMYRA).

This journal aims to promote the mutual cooperation and development of Myanmar and Korea through intensive researches in the entire field of society, economy, culture, and industry.

It will cover all general academic and industrial issues, and share ideas, problems and solution for development of Myanmar.

Articles for publication will be on-line released twice a year at the end of February and August every year on the Myanmar Journal webpage (http://www.komyra.com/bbs/board.php?bo_table=articles).

The effect of working women's lifestyle and work-family balance on job satisfaction

Myoung-Suk Moon · Shin-Sook Lee

Sunchon National University

ABSTRACT : In this study, the lifestyle types of working women were classified and how the subdivided lifestyle types and work-family balance affect job satisfaction. As a result of a study on the effect of working women's lifestyle and work-family balance on job satisfaction, it can be seen that job satisfaction increases when work-family balance is achieved well. As such, it was found that work-family balance has a very large effect on family and work. Factors affecting work-family balance are classified into national policy support, work culture, and family support. Support from supervisors and co-workers, family support includes family tools and emotional support, housework and parenting assistants, leisure activities, and spousal support. In particular, it can be said that the support of the spouse and the emotional support of the boss are the most important subjects that can provide practical help.

Key Words: lifestyle types of working women, job satisfaction, work-family, Occupation, married women workers

I. Introduction

As women actively advance into society, various lifestyles have begun to be created not only from mental and economic stability, but also from consumption styles and the use of leisure time. The work-life balance trend has spread and more and more people want to enrich their lives while enjoying their personal lives.

From salon culture to talent market, a hobby-oriented lifestyle that is compatible with work is opening up an era in which how one is shown to others, such as

hobbies and tastes, beyond professional identity, becomes very important. From salon culture to talent market, a hobby-oriented lifestyle that is compatible with work is opening up an era in which how one is shown to others, such as hobbies and tastes, beyond professional identity, becomes very important.

In order to realize the desire for communication and communication, not simply the level of personal enjoyment, the taste of modern society forms a network based on the taste in SNS, wants to belong through it, and forms a sense of identity through continuous enjoyment of hobbies.

Lifestyle is a complex meaning that expresses an individual's lifestyle and behavior that includes the culture and values of a society. Various lifestyles are attracting attention as an important tool for in-depth examination of their characteristics as a group with unique personal tendencies. In order to understand the diverse and individual lifestyles that cannot be explained by factors such as gender, age, income, and occupation alone, it is necessary to closely analyze the differences revealed throughout an individual's life. It is necessary to analyze in order to understand gender or age, income and style alone can not explain various factors such as occupational and personal life closely the differences revealed throughout a person's life.

In our society, women's economic, political and social activities are expanding, and unlike in the past, women's social advancement in various fields of economic activity is increasing. For women, social advancement is not only for economic purposes, but also for self-actualization needs (Kwon Woo-young, 2013).

According to the data released by the National Statistical Office in 2018, the ratio of dual-income households nationwide was 46.3%, and 5,675,000 households were surveyed as dual-income households. This was confirmed by statistics, which is a whopping 3% increase from the previous year 2013 (43.3%, 5.06 million households). This was confirmed by statistics, which is a whopping 3% increase from the previous year 2013.

As women's economic activity increases and the nuclear family progresses, the old perception that men were divided into work and women's gender roles changed and many changes began to take place. In a situation where this decline is intensifying, the demand and necessity for work-family balance that balances work and family is increasing.

In addition, the increase in women's economic activity has led to more opportunities for higher-paying jobs than in the past due to higher education. However, working women have to do marriage and childcare at the same time while working, and in order to do this, they are experiencing difficulties due to various reasons, and when they cannot solve the problem, women have to give up their jobs.

In this case, the opportunity cost to be paid by society increases, and the economic value or difficulties thrown away in the labor market are repeated over and over again. In addition, as women's perceptions and personal tendencies for employment change, the perception of self-actualization is spreading, which is a factor that increases the desire for employment.

In the past, our society took long working hours for granted, and the values that prioritized work rather than personal life had a great influence, and as a result, efforts to balance individual work and family life were very insufficient (Choi Eun-young, 2009). But these days, work-family balance is becoming a necessity rather than an option. For this reason, dual-income families who need to balance work and family are making efforts to minimize the conflicts arising from work-family balance.

Job satisfaction, one of the most important factors for a balanced work-family balance, plays an important role in personal physical and mental health as it affects interpersonal relationships and positive feelings about work.

Occupation not only provides a livelihood, but also enables one to fulfill one's role as a member of society, and furthermore, it is used as a way of self-actualization. As such, work life occupies a lot of meaning in a person's life cycle, and this is also true for women. However, married female workers have additional difficulties compared to other workers in accomplishing this kind of work life (Yang Jun-young, 2017).

The average daily housework time of working women was 2 hours and 24 minutes, which was 3 minutes less than in 2014, but it was found that the average daily time of domestic work was 1 hour and 35 minutes longer than that of men (49 minutes) (Statistics Office, 2020). Women spent 2 hours and 2 minutes doing housework and 22 minutes taking care of family members and household members during housework, respectively. For dual-income households, the situation was even worse.

Women spent 3 hours 7 minutes doing housework, 2 hours 13 minutes longer than men 54 minutes. In the case of a husband-only household, women spend 5 hours and 41 minutes, 4 hours and 48 minutes more than men 53 minutes. It was found that more minutes were devoted to housework.

As such, married women workers spend more time on housework than men, even though they work during the week. It can be seen that in Korean society, reconciling work life and family life is accompanied by many difficulties. Due to these difficulties, women at work may have lower labor productivity, difficult long-term employment, and a high turnover rate, which may adversely affect organizational performance. In this way, women's career interruption and job turnover have a meaning beyond that of simply cutting off women's careers and affecting women's individual economic activities.

Therefore, this study categorizes the lifestyle types of working women and intends to study how the subdivided lifestyle types and work-family balance affect job satisfaction.

In order to achieve this research purpose, the following research questions were established, and the specific research questions are as follows.

1) What is the level of work-life style, work-family balance, and job satisfaction among working women?

2) What is the relationship among working women's lifestyle, work-family balance, and job satisfaction?

3) What is the relative influence of other variables (social and demographic variables, lifestyle, work-family balance) on the job satisfaction of working women?

II. Theoretical background

1. Women's Labor Market and Employment Status

In the human life cycle, work activities and family life occupy a very important axis. In the past, housework, including child care, was entirely the responsibility of women, but as women's participation in the labor market increases, housework has become an important variable that determines the continuity of professional activities as well as private life in married women's lives.

As of 2018, the gap between the male and female employment rates is decreasing due to the continuous increase in the female employment rate. Although the wage ratio of female workers is increasing compared to male workers' wages, the proportion of regular workers among employed workers is still 47.4%, lower than that of males (54.3%), and the average monthly deposit for women is 68.8% of male wages. Although the ratio of female managers increased by 8.1% from 10 years ago, the overall ratio was only 20.6%, and the ratio of women among government officials in administrative positions was 50.6%, higher than that of men, but the ratio of female managers was confirmed to be low.

In the case of Korean women, it can be seen that the participation in economic activities is steadily increasing as we enter the era of new women. As women become more educated, social activities increase, the employment rate increases, and as a result, the desire for self-realization increases. As women's social advancement increases, the lifestyles of modern people are also diversifying, and individual lifestyles are also affecting the dimension of individual lifestyles. This refers to a specific way of behavior in daily life that occurs in individuals or groups, and it pays attention to

the fact that although it is an individual's free will, the influence of social structure and environment cannot be excluded.

As such, working women, who are demonstrating their own economic ability according to women's social participation, value their personal privacy, and their lifestyles are also an interesting subject of research.

2. Lifestyle

1) Concept

An early study on lifestyle was introduced by Lazer (1963), who, as a systemic concept, means a distinctive lifestyle in the broad sense of society as a whole or social detail, and describes the lifestyle of a specific culture and a specific group. It is defined as embodying the patterns developed and emerged from the dynamics of life in society, related to the unique components and qualities of expression.

Oh Eun-young (2019) is a term originally used to express the behavioral aspects of an individual who appears to be an extrovert, and in the first half of the 1960s, only demographic variables such as age, gender, and income level were used. However, there is a problem that sufficient information is not provided to subdivide consumer behavior.

Engel Blackwell (1982) defined it as the type in which a person spends time and money in daily life, and it is an important human characteristic that affects consumption behavior and is acquired through the influence of an individual's culture, social class, reference group, family, etc. However, it is specifically defined as an expression of an individual's value system or individuality.

Choi Won-joo (2004) stated that lifestyle is not a simple lifestyle, but has the character of a comprehensive symbol including behavior, thought, and consciousness level. In other words, individual lifestyle differences influence individual expectations and values to form different unique behavioral patterns, indicating life patterns or specific lifestyles. It is an expression of individual behavior, but at the same time can be understood as a collectively shared structure of behavior and consciousness.

2) Prior research on lifestyle

Lifestyle was originally a term used without a clear definition in sociology and cultural anthropology, but recently, individual lifestyles have been interested in various fields of marketing and consumer behavior research. The reason is that the market is segmented and it is necessary to consider the psychological aspects of consumers in addition to demographic classification, and furthermore, it is necessary to understand

the potential needs of consumers in giving meaning to new products and developing new products. The social phenomenon of the lifestyle appears as an integrated feature along with the development of modernity, and a life that reflects these individual activities, interests, and opinions is a total expression method.

You can analyze an individual's lifestyle by looking at how they spend their leisure and money, or how they think and show interest in what is happening around them. There are various methods of such lifestyle analysis methods, but they can be broadly divided into macroscopic and microscopic analysis, and can be further divided into subjective and objective analysis methods (Kim Yang-Hoon 2019).

First, macro-analysis focuses on understanding the overall lifestyle trend of a society or group, focusing on overall values, needs, and social tendencies of the whole society or a specific cultural group to improve understanding of the unique value world and cultural characteristics of the society. The social trend analysis method developed by Yankelovich (1972) and the social trend forecasting survey of Stanford Research Institute (SRI) are representative examples. Micro-analysis is an analytical technique that identifies or predicts social trends by analyzing individual values or lifestyle patterns with psychological measurement. There are AIO (Activities Interests Opinions) analysis Psychographics analysis method, VALS (Value and Lifestyle) analysis method that measures consumer value, and LOV (List of Values) analysis method (Yunjeong Shim, Sanghyuk Kim, 2013).

Research to find factors affecting lifestyle is also continuing, and various viewpoints are also being studied. It is expected that there will be differences depending on the influencing factors that are important depending on the research subject or the relationship with various socio-demographic variables to be measured together. Also, in lifestyle analysis, subjective data including socio-psychological explanatory variables are more common than objective data. In the past, markets were classified only according to demographic criteria such as age, income level, gender, education level, and marital relationship, and only attracted attention to marketing activities according to this. However, it is difficult to effectively grasp the complexity or dynamics of lifestyles with only demographic information, and there is a limit to understanding the reality of increasingly segmented consumer types. It is used as a standard for more effective market segmentation and is used as a useful tool to understand the changing consumer consciousness structure and consumption patterns (Jeon Jeon, Taehwan Yoon, 2005).

This lifestyle is reflected in an individual's behavior and is used to explain consumers' overall perception of life through a large number of items consisting of cognitive dimensions such as motivation, attitude, interest, and opinion activity. There are several types of results.

As a result of examining the lifestyle factors of adult men and women aged 15 to

59 years old living in Seoul, the traditional thrifty type, rational life satisfaction type, progressive fashion-seeking type, reality negative ego-suppression type, future-oriented conflict type, motor-oriented reality adaptation type, , sensory-oriented free-spirited type, and incidental reality-oriented type (Chae Seo-il, 2009).

In the study on the wine selection attributes of lifestyle, lifestyle types were classified into food thrifty purchasing type, trendy atmosphere pursuing type, health seeking type, safety seeking type, convenience seeking type, and food impulse purchasing type (Lim Young-mi and Yoon Hye-hyun 2006). , Kim Kyung-hee (2011) conducted a cluster analysis with four factors: health and safety, taste and safety, economics, and convenience. In Lee Seung-hee (2000)'s study on clothing shopping motives according to lifestyle, women in their 20s living in Seoul were classified into appearance-oriented, achievement-active, economic-saving, self-actualizing, and family-oriented (Kim Jong-soon 2005).

In the study of how the value-oriented lifestyle of Park Jong-min and Jang Seok-jae (2001) is typified and what characteristics and differences it has, the self-centered success-seeking type, economic life stability popular culture consumption-pursuing type, self-management pursuit type, and self. The sacrificial family-oriented type was classified into four types, and in Bruweretal (2002)'s study, lifestyle types were classified into potential premium type, custom-oriented type, mania type, fashion and image-oriented type, and beginner type (Kim Jong-soon, 2005).

On the other hand, according to the research result of Jo Kwang-min (2019), the analysis of the claims so far through domestic trends that lifestyles exist as a classification based on objective criteria shows that the results of a survey of domestic trends from 2011 to 2017 showed that lifestyle changes. The most influential factors were social and cultural changes, consumption value changes, and science and technology changes, and these standards had a complex effect on lifestyle.

Therefore, it is said that by using it as a means to measure consumption behavior according to lifestyle, it is possible to obtain a strategy that can gain an advantage in collecting excellent strategies for companies and marketers in various industries.

In the preceding studies classified into various types as described above, it was difficult to find the same part among lifestyle factors in several studies because lifestyle questions were different or the subjects to answer were varied. In addition, although the survey was conducted on similar age groups, it was found that gender, social location, region, and different lifestyle factors were classified according to the researcher.

3. Reconciliation of work and family

1) Concept

Work-family balance is a term that explains the roles and conflicts between work and family areas, and refers to the simultaneous balance of time, emotions, and necessary actions that an individual uses in work and family life to fulfill their work and family responsibilities. It means. This refers to a state in which an individual's work and life are in a harmonious balance. This concept was originally limited to working women's work-family balance. Against the backdrop of diversification, it is developing into a concept called work-life balance that targets all workers, male, female, married and single.

Recently, a new word called "war label" has appeared among workers, which can be seen as a reflection of the trend of modern society that values work-life balance, and can be viewed as a modern meaning of household and affairs that value the balance between home and work.

Hwang Mi-ra (2010) finds that work-family balance is a state in which she fulfills her roles in two different areas that come from her work and family roles without difficulty. It means matching (Kim Kyung-mi 2018). In addition, it can be said that it is a state of recognizing one's roles and responsibilities in both areas of work and family life, and not merely staying at the knowledge level, but balancing work and family in real life and feeling satisfaction (Eunha Kim, 2014).

Kim Tae-hong (2009) also said that work-family balance is a situation in which workers feel that they are doing well in both work and family life, or that they can handle work and family work harmoniously. In addition, according to a study by Song Hye-rim (2012), work-family balance refers to a family pursuing happiness while performing labor and family care at an appropriate level and sometimes rejecting it. It was said that the level of awareness is also considered important (Kim Kyung-mi, 2018). This work-family reconciliation is not the result of work and family being the result of either side, but achieving the roles of work and family through mutual interaction (Yang Jun-young, 2017).

Work-family reconciliation is not a problem that only those who balance work and family life should be concerned, but a problem that changes the way of life as a whole (Kim Sam-rye, 2014).

2) System for work-family balance

The work-family balance system refers to the government system (regulations, subsidies, services, etc.) that helps workers to balance work life with family life,

including pregnancy, childbirth, and childcare. A total of 37 various systems are in operation, and these systems include a system for protecting pregnant and childbirth workers, a system for childcare and childcare, a system to reduce working hours, and a system to support the spread of a work-family balance corporate culture (Myeong-ok Cheon, Korea Health and Family Promotion Agency)

In our society, the topic of "balancing work and family and creating a family-friendly environment" has emerged to relieve women of the double burden of housework and employment and to support women's economic activities. Currently, the right and duty to balance work and family is recognized as a life issue that applies not only to women but also to men, and furthermore, it is emerging as a management strategy for sustainable growth not only for workers but also for companies.

In particular, due to the increase in women's economic activity, the nuclear family, family disintegration, the increase in single-parent families in an aging society, and the avoidance of childbirth, the functions of nurture, care and education within the family, which are the normal functions of the traditional family, are weakened, and women who were the main care. With the void, we are now facing an era in which men and society must complement their functions together.

However, Korea's working hours still occupies so much time that it competes for first and second place among OECD member countries. In particular, according to the work-family balance indicator of the National Statistical Office, in 2015, two out of five households spent 3 hours and 2 minutes more than men doing housework, and men spent 45 minutes, the lowest among major countries.

20.7% of married women are in a state of career interruption, and pregnancy, childbirth, and childrearing account for 54.3% of the causes. In order to supplement and solve this problem, various systems are being implemented by the state.

On December 21, 2007, the legal title of the Equal Employment Opportunity Act was changed to the Act on Equal Employment of Men and Women and Support for Work-Family Reconciliation, and the contents were partially revised. This Act is intended to institutionally support the need to actively utilize female workers and support work-family balance in an era of low fertility and aging, and to introduce a new system such as providing maternity leave for spouses (Kim Kyung-mi, 2018).

The first system is parental leave. Employers must allow a worker to apply for leave (parental leave) in order to raise children (including adopted children) under the age of 8 or under the second grade of elementary school. (Article 19 (1) of the Act on Equal Employment of Men and Women and Support for Work-Family Balance). However, this does not apply to cases where a worker who has worked continuously for less than 6 months in the relevant business until the day before the date of starting parental leave (expected date of commencement of parental leave) applies

(Article 10 of the Enforcement Decree of the same Act). A worker who can apply for parental leave does not have to be a woman, so a man who is the spouse of the worker can also apply, and it is not required to be the child's biological parent. However, in the current system, it is difficult to respond to actual care needs due to the low age of the target children and the limited division of hours used, and the use of parental leave is still low at 52.2% for women and 17.7% for men.

The second is the spouse maternity leave system. This is a leave that all male workers can use when their spouses give birth. This is a system to protect the health of female workers and fetuses who gave birth, as well as to expand male participation in childrearing. From October 1, 2019, the existing three paid days of maternity leave for spouses has been extended to 10 paid days. Also, in the past, spouses could claim maternity leave up to 30 days from the date of childbirth, but the revised law has increased this to 90 days, and it is also possible to use one leave period in installments. In addition, in order to alleviate the burden of small and medium-sized enterprises (SMEs) due to the expansion of paid leave, the 'Spouse Maternity Leave Benefit' has been newly established, in which the government provides five days' paid wages to small and medium-sized enterprises (SMEs) workers who meet certain requirements.

In addition, according to the data of the Ministry of Gender Equality and Family, the number of companies and institutions that received family-friendly certification in 2017 was 2,800, an increase of 61.6% from 1,733 in the previous year. As a result of establishing a maternity and child-rearing support system to prevent women from continuing their career breaks, according to data from the Ministry of Employment and Labor, the proportion of those on parental leave who worked at the same workplace after taking parental leave also increased from 75.5% in 2015 to 76.8 in 2016. % increased by 1.3%. As such, work-life balance requires the efforts of the government, businesses, and families.

Amid this positive change in social perception, the government is putting more effort into spreading a workplace culture that balances work and life in collaboration with relevant ministries. This is a system that grants certification through screening to companies and public institutions that operate a 'family-friendly system' exemplary, such as creating a family-friendly workplace culture. It provides benefits such as government procurement additional points and preferential interest rates on investment loans for small and medium-sized enterprises (SMEs) to companies certified as family-friendly companies through the certification process.

4. Job satisfaction

1) Concept

Job satisfaction refers to an individual's general attitude toward the job, and can be defined as a pleasant and positive emotional state in the evaluation of an individual's usual job or experience. Job satisfaction actually comes from the employee's perception of the value provided in the job situation (Joohee Lee, 2014).

According to the dictionary definition, job satisfaction is the ability to find the meaning of one's position and existence value, feel responsibility, adapt to the social environment, and satisfy one's needs while living in a community group (Naver Encyclopedia).

To understand job satisfaction, various theories deal with factors that affect job satisfaction. There are two representative job satisfaction theories.

The first theory was the factor theory or motivational hygiene theory published by American psychologist Herzberg in 1966, and explained that satisfaction and dissatisfaction in the work environment are determined by motivation and hygiene factors. Motivation factors refer to the internal forces that make workers oriented to achieve personal and organizational goals, and hygiene factors refer to working conditions such as wages, company policies, and management methods.

The second theory, the emotion theory published by Locke in 1976, explained that job satisfaction is determined by the difference between an employee's job-related ideals and reality. The larger the difference, the lower the job satisfaction, and the more the value pursued by the worker is not realized, the lower the satisfaction.

Work spends a lot of time at work, and it is not just a means of income, but a source of improving the quality of working life. Therefore, job satisfaction for employees is an important social task that an organization must practice. And what is emerging as an important issue in the psychological aspect is that when people become dissatisfied with their jobs, it has a transfer effect and tends to look dissatisfied with other parts of their family life or leisure life.

Dissatisfaction with work builds up stress, which can lead to unhealthy diseases. As such, job satisfaction can be a factor that has an important influence on organizational performance and individual goals, so it is desirable for managers to understand the content and characteristics of employees' needs and to induce a happy and healthy work life by removing the factors of job dissatisfaction (Chul-Woo Shin, 2000).

According to Farace et al. (1977), there is a communication demand as an environmental factor that affects an individual's job satisfaction. Individuals in an organization may experience overload or lack of communication, each of which

affects their job satisfaction. Communication overload refers to a situation in which it is impossible to process all messages because too many messages are received in a short period of time. Both overload and lack of communication lead to low job satisfaction. Communication between superiors and subordinates is also an important environmental factor, which can have a positive or negative effect on job satisfaction depending on how subordinates perceive their superior's behavior. Communication behaviors such as facial expressions, gaze, verbal expressions, and body movements are very important in the relationship between superiors and subordinates.

According to Burgoon et al. (1996), among them, non-verbal messages play an important role in interaction such as impression formation, attraction, social influence, and emotion. Thus, the non-verbal cues a boss uses to communicate with his subordinates can sometimes outweigh the verbal message.

Another personal factor that affects job satisfaction is mood and emotion. Although mood lasts longer than emotion, it has no specific cause and is relatively weak in intensity.

According to Weiss (1999), mood is related to overall job satisfaction, and positive and negative emotions also have an important influence on overall job satisfaction. Also, according to Fisher (2000), suppression of negative emotions reduces job satisfaction, and experiences of positive emotions improve job satisfaction. Personality is also a factor that gives rise to individual differences in job satisfaction. Among personality traits, neuroticism has a strong positive correlation with negative emotions, leading to low job satisfaction, and extraversion has a strong correlation with positive emotions, affecting overall life satisfaction including high job satisfaction (Brief & Weiss).

It is defined as the set of feelings an individual has about his/her job as one of the personal factors that influence motivation. It is described as having a negative feeling about it.

2) Prior research on job satisfaction

Employee job satisfaction is an important criterion for evaluating organizational performance or organizational health. Satisfied employees will be able to improve work and create ideas in a satisfied state, innovate the organization and improve human relationships, which will increase productivity and facilitate work cooperation and communication. Their physical and mental health also brings positive responses, so they will pursue true happiness based on the principle of respect for human beings. This can be an important issue for employees as well (Joohee Lee, 2014).

In the study of Lee (1994), variables such as career, religion, affiliated institution, marital status and other factors such as career, religion, affiliation, marital status, and

the job itself and vision, remuneration, promotion, coworkers, and affiliated organizations selected as subscales of job satisfaction were independently influenced by individual characteristics.

According to the research results of Si-wook Moon (1994), among the demographic characteristics, job satisfaction and job satisfaction showed a significant relationship with age, educational background, working period at the current job, marital status, and religion. In other words, the higher the age and educational background, the higher the job satisfaction was, the higher the job satisfaction was.

According to Seo Byung-in (1987), internal factors of an individual include age, gender, educational level, work experience and personality, and status. Among other personal characteristics, the variable that affects job satisfaction is work experience, and the longer the working period, the higher the job satisfaction level (Kwak Yeon-hee, 1997). As shown in the results of previous studies, job satisfaction is determined not only by the external factors of the worker but also by the internal characteristics of the individual.

Jung Ji-hoo (2017) found that family life satisfaction had an effect on work life satisfaction, and that adult attachment had an effect on family life satisfaction and work life satisfaction. It was said that adult attachment affects an individual's entire life, and that this attachment is formed in relationships with close people while living at home and at work.

Jeong Gwang-ho and Kim Tae-il (2003) found that women employed in the public sector with relatively good working standards and working conditions had higher job satisfaction than women employed in the private sector. In this regard, the preemptive introduction of a system for women can act as a factor because of the public sector's responsibility to play a leading role in policy implementation as well as the public sector's working environment.

Won Sook-yeon (2015) found that, compared to non-regular workers, the larger the organization, the higher the job satisfaction of regular women. Although some of the actual working conditions are good, the fact that they have regular workers in a situation where women account for most of the non-regular workers in Korea contributed to job satisfaction as a factor in raising job satisfaction. They said that the number of programs can be increased and the standards for legal regulations are high, which increases the possibility of complying with the legal working conditions and standards, thereby increasing the job satisfaction of female workers.

5. Relationship between lifestyle, work-family balance and job satisfaction

1) Relationship between lifestyle and job satisfaction

As a result of studying the relationship between a salesperson's lifestyle and sales behavior on job satisfaction, the results of the analysis of the difference in sales behavior of salespeople according to demographic variables showed only differences according to gender and marital status, and the difference in job satisfaction of salespeople was analyzed. As a result of analyzing the store types, it was found that the exclusive store had the highest job satisfaction, and the kindness-oriented type had a statistically significant relationship with the job satisfaction (Geon-Gu Kang and Myeong-Hwan Cheon, 2007).

As a result of the study on the relationship between lifestyle and job satisfaction according to the type of leisure activity of office workers, the average of the group in which leisure activity was centered on physical activity was high, and the lifestyle of self-esteem and trend-seeking had higher job satisfaction and job commitment. In addition, it was found that lifestyle had a negative effect on job commitment as the family relationship became.

In the sense that lifestyle is mainly formed at work or at home, it was confirmed that a smooth mutual relationship between work and home can be formed by creating or improving a lifestyle atmosphere (Chul-Joo Kim, Il-Kwang Kim, 2011). Yang Yu-jeong (2020), in a study on the effect of environmental factors and job satisfaction on the reduction rate of medical institution workers according to lifestyle, environmental factors had an effect on age, marital status, position and years of service, job satisfaction was related to age. There were significant differences in marital status, occupation and income, inpatient reduction rate in age, educational background, occupation and length of service, and outpatient reduction rate in age, marital status, occupation, position, and number of years of service.

2) Relationship between work-family balance and job satisfaction

Among the work-family balance support systems of Yang Myeong-cheon (2019), it was found that the perception of the maternity leave system, parental leave system, spouse maternity leave system, spouse parental leave system, and each system had an effect on job satisfaction. It was said that the perception of job satisfaction not only directly affects job satisfaction, but also indirectly affects the couple's supportive attitude and family-friendly organizational culture.

It was found that the decrease in organizational performance due to work-family conflict of workers was controlled by the family-friendly system implemented in the

company. These results imply that companies need to pay attention to the family-friendly system in terms of using excellent human resources and protecting the family, which is the basis of such human capital (Tumenkuselenj, 2014).

In this study, the purpose of this study was to investigate how work-family balance policies, job satisfaction, and marital relationships affect the intention of working mothers to give birth and the value of their children, and whether marital relationships play a mediating role in the process. As a result of conducting path analysis using the structural equation model (SEM) for 483 working mothers with infant children from the 3rd year (2010) data of the Korea Children's Panel (PSKC), the policy factors or job-related factors were. Although it is not directly related to childbirth or child rearing, it has been proven that it exerts a significant influence through the marital relationship, which is a family factor. This suggests that attention should be paid to the reciprocity between the two as a result of the fact that the influence of the work domain can be linked to the family domain (Song Min-young, 2018).

In the study of Won Sook-yeon (2015) focusing on the dimension of job satisfaction perceived by women and their influence factors, discrimination perception and the influence of work-family balance support, the influencing factors of job satisfaction, one of the important factors for the effective use of female workforce was studied to elucidate. This study focused on women's perception of discrimination and support for work-family balance. To this end, unlike existing studies that approached job satisfaction in an abstract and comprehensive way, the specific sub-dimensions that make up the job were divided (development potential, stability, working conditions, and wages), and how the influencing factors were different for each dimension. In addition to the factors of individual and organizational characteristics, which were mainly discussed in the previous discussion, the horizons of discussion were expanded to include women's perception of discrimination and support for work-family balance.

The possibility of job development is in the order of wage level, labor status, organizational type, work discrimination, marriage, academic background, maternity leave and parental leave, and stability is labor status, wage level, maternity leave, organizational type, organizational size, marriage, and job discrimination. , promotion discrimination, and parental leave. Working conditions had an effect on organizational type, labor status, educational background, age, marriage, promotion discrimination, wage level, and job discrimination in the order, while wage satisfaction affected wage level, marriage, organization type, and wage discrimination in the order of wage discrimination. In particular, the negative influence of job assignment, position discrimination, and promotion discrimination among discrimination perceptions was confirmed. Among the policies to support work-family balance, maternity and parental

leave were found to have a positive effect on job development potential and stability. In addition, the effect of wage level, organizational type, and marriage on job satisfaction was also found.

III. Research method

1. Investigation subject and data collection

In this study, to analyze the effects of working women's lifestyle and work-family balance on job satisfaction, a survey was conducted targeting working women in their 20s to 50s living in Suncheon, Jeollanam-do. Occupations of the subjects of the survey are diverse, including office workers, teachers, and sales workers in restaurants. The questionnaire in this study was conducted by directly distributing the questionnaire. The survey period is from August 10 to September 13, 2019, and the data collection was conducted in a self-reported manner after fully explaining the purpose of the study and the contents of the questionnaire, and the questionnaire was collected directly. and 220 out of 250 questionnaires were analyzed as the final sample.

2. Research tools

This study used a structured questionnaire to investigate the effects of working women's lifestyle and work-family balance on job satisfaction. First, background variables of working women who were surveyed include age, marital status, education, occupation, years of service, monthly income, number of family members living together, number of children, and children under 6 years of age, which can greatly affect work-family balance. It consisted of 12 items, including whether or not children are present. And for the lifestyle of working women, the questionnaire used by Jong-soon Kim (2005) in the previous study was used, the questionnaire for work-family balance was the questionnaire by Seon-ja Kye (2017), and the questionnaire by Kyung-mi Kim (2017) was used for job satisfaction.

3. Data analysis method

The data processing of this study was performed using the SPSS statistical program, and the statistical analysis method used is as follows.

1) Cronbach's α reliability coefficient was calculated to check the reliability of the

measurement tool, and frequency and percentage were calculated to identify socio-demographic variables of the subjects.

2) <Research Question 1> The mean and standard deviation were calculated to understand the lifestyle of working women, work-family balance, and the degree of job satisfaction.

3) <Research Question 3> Pearson's Moment Correlation Analysis was conducted to understand the correlations among working women's lifestyle, work-family balance, and job satisfaction.

4) <Research Question 4>, hierarchical regression analysis was performed to examine the relative influence of other variables (social and demographic variables, lifestyle, work-family balance) on job satisfaction of working women. In the regression analysis, the Durbin-Watson coefficient was calculated to check the independence of the VIF (Varian Inflation Factor) index and the independent variable to check whether multi-collinearity exists between the variables.

IV. Results

1. Lifestyle, work-family balance, and general level of job satisfaction

In this study, the mean and standard deviation were calculated to confirm the lifestyle, work-family balance, and general level of job satisfaction of working women. The higher the average for each lifestyle type of the surveyed working women, the stronger the attribute was interpreted. The degree of each subtype was 3.74~2.62, which was generally above average.

The overall average of work-family balance among working women was 2.93, which was above average.

And the level of job satisfaction was also average at 2.83 points.

Table 1. Lifestyle, work-family balance, and degree of job satisfaction (out of 5)

	Variable	number of questions	M	SD
Life style type	self-reliance	6	3.74	0.60
	Active interpersonal relationship-oriented	4	3.33	0.69
	Model Responsibility	5	3.52	0.51
	Sports entertainment pursuit type	6	2.62	0.56
	family oriented	3	3.53	0.54

Work-family balance	Work/leisure life balance	5	3.10	0.81
	Work/family life balance	10	2.92	0.62
	work/personal life balance	4	2.86	0.78
	Total	19	2.93	0.97
Job satisfaction	environmental duties	5	3.03	0.74
	compensatory duties	4	2.82	0.70
	psychological work	3	2.70	0.63
	Total	12	2.83	0.84

By sub-domain, the level of each lifestyle subtype was self-reliance type (M=3.74), model responsibility-oriented type (M=3.52), family-oriented type (M=3.53), active relationship-oriented type (M=3.33), sports. In the order of the entertainment consumption type (M=2.62), the self-trust type showed the strongest attribute.

The level of work-family balance by subtype was in the order of work-leisure life balance (M=3.10), work-family life balance (M=2.92), and work-personal life balance (M=2.86). The level of job satisfaction by subtype was in the order of environmental job satisfaction (M=3.03), compensatory job satisfaction (M=2.82), and psychological job satisfaction (M=2.70).

2. Correlation between the lifestyle of working women, work-family balance, and job satisfaction

<Table 20> shows the results of Pearson's correlation analysis to confirm the correlation between lifestyle, work-family balance, and job satisfaction, which are the main variables of this study.

A positive (+) correlation coefficient can be interpreted as having a positive (+) relationship with each variable, and a negative (-) number is interpreted as a negative (-) relationship with the variable.

As a result, as a result of analyzing the correlation between lifestyle type and work-family balance job satisfaction, in the lifestyle type, the self-reliance type was a model responsibility-oriented type ($r=.335$, $p<.05$), and an active interpersonal relationship-oriented type ($r=.265$, $p<.05$), work/leisure life balance ($r=.242$, $p<.05$), work-life balance ($r=.193$, $p<.05$), family-centered type ($r=.191$, $p<.05$), There was a statistically positive correlation with work-family life balance ($r=.134$, $p<.05$) and job satisfaction ($r=.271$, $p<.01$). $r=.327$, $p<.05$, work-life balance ($r=.216$, $p<.05$), job satisfaction ($r=.213$, $p<.01$), work-leisure life balance ($r=.208$, $p <.05$), a positive (+) correlation was found in the model responsibility-oriented type ($r=.177$, $p<.05$). The sports entertainment consumption type showed a statistically positive (+) correlation

in job satisfaction ($r=.187, p<01$) and work-life balance ($r=.182, p<05$), and personal life balance was positively correlated with work-leisure life balance ($r=.670, p<05$), work-family life balance ($r=.475, p<05$), and job satisfaction ($r=.466, p<01$). showed a relationship. For work-family life balance, work-leisure balance ($r=.547, p<05$), job satisfaction ($r=.182, p<01$), and work-leisure life balance showed a high score for job satisfaction ($r=.425, p<01$). It can be seen that there is a statistically significant relationship by showing a statistically positive (+) correlation.

3. Relative influence of other variables (social and demographic characteristics, lifestyle, work-family balance) that affect job satisfaction of working women

Durbin- for checking the independence of residuals before multiple regression analysis to understand the explanatory power of other variables (social and demographic variables, lifestyle variables, work-family balance variables) that affect job satisfaction of working women

As a result of the analysis, the Durbin-Watson value was close to 2, so it was judged that there was no correlation between the residuals.

First, in the first stage of analysis, socio-demographic variables were analyzed among the background variables. The analysis results are shown in <Table 2>. As shown in the table, the explanatory power of socio-demographic variables for job satisfaction was 10.8%, and among them, the age ($B=-3.49, p<0.01$) level showed a statistically significant influence. In other words, the lower the age, the higher the job satisfaction.

Table 2. Effect of Social and Demographic Characteristics of Working Women on Job Satisfaction

independent variable	Model I					
	B	SE	β	t	p	VIF
(a constant)	3.16	0.30		10.66** *	0.00	
age	-0.21	0.06	-0.27	-3.49***	0.00	1.43
married (Married: 1, others: 0)	0.22	0.14	0.16	1.60	0.11	2.44
Education (University graduate:1, Others: 0)	0.11	0.09	0.08	1.27	0.20	1.03
job (Office work: 1, others:	0.09	0.10	0.06	0.96	0.34	1.03

0)						
number of years of service	-0.06	0.04	-0.13	-1.54	0.13	1.77
monthly income	0.20	0.09	0.16	2.15*	0.03	1.34
number of family members	0.02	0.04	0.04	0.46	0.64	1.70
number of children	-0.09	0.13	-0.07	-0.69	0.49	2.71
Children under 6 years old (Yes:1, others:0)	0.02	0.11	0.01	0.18	0.86	1.23
work type (Relatively regular: 1, others: 0)	0.10	0.08	0.08	1.24	0.22	1.02
work time (Relatively regular: 1, others: 0)	-0.21	0.23	-0.06	-0.93	0.36	1.08
F(p)	2.294**					
R ² (adj.R ²)	0.108(0.061)					
Durbin-Watson	1.807					

*p<.05, **p<.01, ***p<.001

Next, <Table 3> shows the results of Model II, which added lifestyle variables to social and demographic characteristics.

Table 3. Effects of Socio-Demographic Characteristics and Lifestyles on Job Satisfaction of Working Women

independent variable	Model II					
	B	SE	β	t	p	VIF
(a constant)	2.39	0.50		4.82***	0.00	
age	-0.19	0.06	-0.25	-3.22***	0.00	1.49
married (Married: 1, others: 0)	0.21	0.14	0.16	1.57	0.12	2.64
Education (University graduate:1, Others: 0)	0.16	0.08	0.12	1.85	0.07	1.05
job (Office work: 1, others: 0)	0.07	0.09	0.05	0.78	0.44	1.04

number of years of service	-0.06	0.04	-0.13	-1.59	0.11	1.78
monthly income	0.13	0.09	0.11	1.45	0.15	1.38
number of family members	0.00	0.03	0.00	0.06	0.96	1.76
number of children	-0.14	0.13	-0.11	-1.10	0.27	2.78
Children under 6 years old (Yes:1, others:0)	-0.01	0.11	0.00	-0.06	0.95	1.27
work type (Full-time work: 1, others: 0)	0.08	0.08	0.06	0.95	0.34	1.10
work time Relatively regular: 1, others: 0)	-0.02	0.22	-0.01	-0.10	0.92	1.07
self-confidence	0.18	0.07	0.18	2.50**	0.01	1.31
Active interpersonal relationship-oriented	0.08	0.06	0.09	1.34	0.18	1.29
Model responsibility-oriented type	0.08	0.09	0.06	0.85	0.40	1.48
sports entertainment type	0.14	0.07	0.13	1.95*	0.05	1.15
family oriented	-0.23	0.07	-0.20	-3.10***	0.00	1.11
F(p)	3.406***					
R^2 (adj. R^2)	0.212(0.150)					
Durbin-Watson	1.904					

*p<.05, **p<.01, ***p<.001

As a result of adding lifestyle as shown in the table, the explanatory power of Model II increased by 10.4% from 10.8% to 21%. Specifically, the results of each variable are as follows.

First, among demographic variables, age (B=-0.25, p<.001) was found to have a significant influence, indicating that the lower the age, the higher the job satisfaction.

Second, among the lifestyle variables, only the self-reliance type (B=-3.09, p<.01) was found to have a statistically negative (-) significant influence, and the family-centered type (B=-0.20, p<.001) was found to have a negative influence, indicating that the self-reliance type had high job satisfaction and the family-centered type had a negative influence on job satisfaction.

Finally, <Table 4> shows the results of Model III, in which the subtype variable of work-family balance was added to the socio-demographic and lifestyle variables.

Table 4. Effects of Socio-Demographic Characteristics, Lifestyles and work-family balance on Job Satisfaction of Working Women

independent variable	Model III					
	B	SE	β	t	p	VIF
(a constant)	1.60	0.48		3.33***	0.00	
age	-0.19	0.05	-0.25	-3.75***	0.00	1.49
married (Married: 1, others: 0)	0.21	0.12	0.16	1.76	0.08	2.66
Education (University Graduate:1, Others: 0)	0.11	0.08	0.08	1.45	0.15	1.06
job (Office work: 1, others: 0)	0.10	0.08	0.07	1.20	0.23	1.06
number of years of service	-0.07	0.03	-0.15	-2.07*	0.04	1.80
monthly income	0.13	0.08	0.10	1.62	0.11	1.38
number of family members	0.01	0.03	0.02	0.32	0.75	1.77
number of children	-0.16	0.11	-0.13	-1.39	0.16	2.79
Children under 6 years old (Yes:1, others:0)	-0.07	0.10	-0.04	-0.69	0.49	1.28
work type (Full-time work: 1, others: 0)	0.06	0.07	0.05	0.78	0.43	1.12
work time (Relatively regular: 1, others: 0)	0.15	0.20	0.04	0.77	0.44	1.10
self-confidence	0.07	0.07	0.07	1.12	0.27	1.38
Model responsibility-oriented type	0.02	0.06	0.02	0.39	0.70	1.32
family oriented	0.10	0.08	0.09	1.31	0.19	1.50
Active interpersonal relationship-oriented	0.08	0.06	0.07	1.17	0.24	1.18
sports entertainment type	-0.12	0.07	-0.11	-1.76	0.08	1.18
Work/family life balance	-0.09	0.07	-0.09	-1.28	0.20	1.57
Work/leisure life balance	0.21	0.06	0.27	3.33***	0.00	2.21
work/personal life balance	0.21	0.06	0.28	3.55***	0.00	2.11
F(p)	6.710***					

R^2 (adj. R^2)	0.389(0.331)
Durbin-Watson	1.821

* $p < .05$, ** $p < .01$, *** $p < .001$

As shown in the table, as a result of adding the work-family balance factor, it can be seen that the explanatory power increases from 21% to 38.9%. The explanatory power of each specific variable is as follows.

First, among the socio-demographic variables, the number of years of service ($B = -2.02$, $p < .05$) and age ($B = -3.72$, $p < .001$) were found to have a negative (-) significant influence. It can be seen that the higher the number of years of service and the lower the age, the higher the job satisfaction.

Second, among the lifestyle variables, there was no statistically significant influence.

Third, in the work-family balance variable added in the last three-step model, work-life balance ($B = 3.57$, $p < .001$) and work-leisure life balance ($B = 3.36$, $p < .01$) were statistically

V. Summary and Suggestions

1. Summary

The purpose of this study was to investigate the relationship between job satisfaction among working women's socio-demographic characteristics, lifestyle, and work-family balance.

For job satisfaction, working women tried to emphasize the importance of coexistence between work and family life by achieving both lifestyle and work/family balance without any imbalance. In order to achieve the purpose of this study, age, marital status, educational background, occupation, working years, number of children, and children under the age of 6 were investigated as socio-demographic variables of working women, and analyzed the relationship between the lifestyle types and work-family balance of working women, along with the measurement of job satisfaction.

This study was conducted through self-filling questionnaires targeting working women residing in Suncheon City. A total of 220 copies were used as the final analysis data for this study in this study after preliminary examination. SPSS/PC WIN program was used for data processing, among which Cronbach's α confidence coefficient, Pearson's moment correlation coefficient, VIF, exponent, frequency,

percentage, mean, standard deviation calculation and t-test, and hierarchical regression analysis were performed.

The analysis results of this study are summarized as follows.

First, as a result of examining the level of lifestyle to find out the general level of the survey subjects, out of the five lifestyle types, self-trust 3.74, family-oriented type, 3.53, model responsibility-oriented type, 3.52, active relationship-oriented type, 3.33, sports entertainment pursuit type The average value was 2.62, which was above average, and the higher the average value, the stronger the properties of each type were interpreted. Also, the level of work-family balance was 2.93 out of 5. For the subtype, the average work-leisure life balance was the highest at 3.10. The general trend for job satisfaction was 2.83 out of 5, which was analyzed to be above average, and the average of the survey subjects was 3.03 for environmental jobs, which was the highest.

Second, as a result of examining the correlations among working women's lifestyle types, work-family balance, and job satisfaction, positive (+) correlations were found in the lifestyle undergarments: self-confidence type, active interpersonal relationship-oriented type, and sports/entertainment consumption type. In the case of the family-centered type, there was a negative (-) correlation, and the work-family balance showed a positive (+) correlation.

Third, as a result of examining the relative influence of working women's socio-demographic characteristics, lifestyle type, and work-family balance on job satisfaction, of the total 39.1% of the relative influence, sociodemographic characteristics were 10.8%, and variables by lifestyle type were found. When added, it was found that work-family balance had the highest effect at 21.2%. It has been confirmed that work-family balance can affect job satisfaction when there is good work-family balance. The results of examining the relative influence of each subtype of job satisfaction are as follows.

The relative influence of environmental job satisfaction increased by 19.5% as a result of adding 2nd stage lifestyle type from 9.5% of socio-demographic variables out of a total of 43.6%. The highest result was obtained when work-family balance was added. The relative influence of compensatory job satisfaction, a subtype of job satisfaction, increased from 9.2% in the first stage sociodemographic characteristics to 15.5% as a result of adding the second stage lifestyle type and 24.9% as the result of adding the third stage work-family balance variable. appeared to have increased the most. Lastly, the relative influence of psychological job satisfaction was 9.1% in the 1st stage, 18.8% in the 2nd stage, and 27.3% in the 3rd stage. Taken together, these results show that job satisfaction is high when the age is low, the number of years of service is high, and when the working hours are regular, and job satisfaction is high when work-family balance is well established. Satisfaction was found to

increase.

2. Suggestion

As a result of a study on the effect of working women's lifestyle and work-family balance on job satisfaction, it can be seen that job satisfaction increases when work-family balance is achieved well. As such, it was found that work-family balance had a very large impact on home and work.

Factors that affect work-family balance are divided into national policy support, work culture, and family support. , support from superiors and colleagues, and family support includes family instrumental and emotional support, housework and childrearing helpers, leisure activities, and support for spouses. In particular, the support of spouses and the provision of emotional support from the boss can be said to be the most important actors that can provide practical help. Recently, the number of female workers and dual-income couples is increasing due to changes in social needs, and the boundary between work and family is blurring due to changes in the work environment such as telecommuting. With these social changes, interest in work-family balance is increasing, and concerns about the negative impact of work-family conflicts are growing. From an organization's point of view, the resolution of work-family conflicts that lower job satisfaction or organizational commitment is a topic that should be paid attention to in order to secure competitive manpower.

Rather than concluding work-family conflict as an individual problem at this point, Companies that develop realistic national policies to institutionalize more support measures and put them into practice also need to prepare many alternatives so that women workers can enjoy their home and work life without burden. It is hoped that a wide range of research will be needed from a diverse and new perspective on related matters and that well-established work-family balance systems will be established.

3. Limitations of the study

The limitations of the results of the study on the effect of working women's lifestyle and work-family balance on job satisfaction are as follows.

First, since this study was conducted by randomly selecting working women living in Suncheon-si, Jeollanam-do, there is a limit to generalizing the results of the study nationwide.

First, since this study was conducted by randomly selecting working women living in Suncheon-si, Jeollanam-do, there is a limit to generalizing the results of the study

nationwide.

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