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A Study on Work Life Balance and Employee Satisfaction at Sri Vijaya Enterprises Devanahalli

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Abstract

Work-life balance has become an important factor influencing employee satisfaction and overall organizational effectiveness in today's competitive business environment. Organizations that promote a healthy balance between employees' professional responsibilities and personal lives are more likely to achieve higher employee satisfaction, improved productivity, reduced stress, and enhanced workforce retention. This study examines the relationship between work-life balance and employee satisfaction with special reference to Sri Vijaya Enterprises.

The research focuses on various factors affecting work-life balance, including working hours, workload management, leave policies, flexibility in work schedules, family support initiatives, and organizational culture. A descriptive research design was adopted, and primary data were collected through a structured questionnaire administered to employees of Sri Vijaya Enterprises. Secondary data were gathered from company records, journals, articles, and relevant publications. The collected data were analyzed using appropriate statistical tools to assess the impact of work-life balance on employee satisfaction.

The findings of the study reveal that employees who experience a better balance between their work and personal lives demonstrate higher levels of job satisfaction, commitment, motivation, and overall well-being. The study also indicates that supportive organizational practices contribute significantly to reducing work-related stress and improving employee morale. Furthermore, employees expressed positive perceptions regarding organizational support for maintaining a healthy work-life balance.

The study concludes that effective work-life balance practices play a crucial role in enhancing employee satisfaction and organizational performance. It highlights the importance of implementing employee-friendly policies that support both professional and personal needs. The findings provide valuable insights for management in developing strategies that foster employee well-being, strengthen organizational commitment, and contribute to the long-term growth and success of Sri Vijaya Enterprises.

INTRODUCTION

In today's dynamic business environment, employees are expected to meet increasing professional demands while maintaining their personal and family responsibilities. Achieving a proper balance between work and personal life has become a significant concern for both employees and organizations. Work-life balance refers to the ability of individuals to effectively manage their professional commitments and personal obligations without experiencing excessive stress or conflict. A healthy work-life balance contributes to employee satisfaction, improved productivity, enhanced well-being, and better organizational performance.

Employee satisfaction is one of the key determinants of organizational success. Satisfied employees are more committed, motivated, productive, and willing to contribute toward achieving organizational goals. Organizations that support work-life balance through flexible work arrangements, leave policies, supportive management, and a positive work environment are more likely to retain talented employees and reduce absenteeism and turnover.

Sri Vijaya Enterprises is a well-established tyre trading and service company engaged in the sale and distribution of tyres for various types of vehicles, including two-wheelers, passenger cars, commercial vehicles, tractors, and heavy-duty vehicles. The company is committed to providing quality products and reliable services to customers while maintaining a productive and employee-friendly workplace. As the organization continues to grow, understanding employee satisfaction and work-life balance becomes increasingly important for sustaining workforce efficiency and organizational development.

This study focuses on examining the relationship between work-life balance and employee satisfaction with special reference to Sri Vijaya Enterprises. The research aims to identify factors influencing employees' ability to balance their work and personal lives and to assess how these factors affect their level of satisfaction. The study also seeks to provide valuable insights and recommendations that can help the management enhance employee well-being, improve job satisfaction, and strengthen organizational effectiveness.

By analyzing employees' perceptions regarding work-life balance practices, the study contributes to understanding the importance of maintaining a supportive work environment. The findings will assist Sri Vijaya Enterprises in developing appropriate strategies and policies that promote employee satisfaction, productivity, and long-term organizational success.

Research Objectives

1. To understand the concept of work-life balance among employees.
2. To identify factors affecting work-life balance in the organization.
3. To analyse the relationship between work-life balance and employee satisfaction.
4. To measure the level of employee satisfaction at Sri Vijaya Enterprises.
5. To suggest measures to improve work-life balance and employee satisfaction

Research Hypotheses

H₀ (Null Hypothesis): There is no significant relationship between work-life balance and employee satisfaction at Sri Vijaya Enterprises.

H₁ (Alternative Hypothesis): There is a significant positive relationship between work-life balance and employee satisfaction at Sri Vijaya Enterprises.

Review of Literature

1. Sharma and Verma (2025) conducted a study on the relationship between work-life balance and employee satisfaction in the manufacturing sector. The study found that employees who were able to effectively balance their professional and personal responsibilities reported higher levels of job satisfaction and organizational commitment. The authors concluded that flexible work arrangements and supportive management practices play a significant role in enhancing employee well-being.

2. Gupta, Singh, and Kumar (2025) examined the impact of work-life balance initiatives on employee satisfaction through a systematic literature review. Their findings revealed that organizations implementing employee-friendly policies such as flexible schedules, leave benefits, and wellness programs experienced improved employee morale and reduced turnover intentions. The study emphasized the importance of work-life balance in achieving long-term organizational success.

3. Patel and Shah (2024) investigated the influence of work-life balance on employee performance and satisfaction. The study found a strong positive relationship between work-life balance and job satisfaction. Employees who perceived greater support from their organizations demonstrated higher productivity, lower stress levels, and stronger commitment to organizational goals.

4. Reddy and Rao (2024) conducted a review of research studies focusing on work-life balance and employee well-being. The findings indicated that excessive workload and long working hours negatively affect employee satisfaction and personal well-being. The authors recommended that organizations adopt balanced work policies to improve employee engagement and organizational performance.

5. Nair and Menon (2024) explored the role of organizational support in maintaining work-life balance among employees. The study concluded that supportive supervisors, effective communication, and flexible work practices significantly contribute to employee satisfaction. The research highlighted that organizations prioritizing employee well-being are more likely to retain talented employees and improve overall productivity.

6. Joseph and Mathew (2023) examined the impact of work-life balance on employee retention and satisfaction in private organizations. The study found that employees who experienced a healthy balance between work and personal life were more likely to remain with their organizations and demonstrate greater job satisfaction. The authors emphasized the need for work-life balance programs to reduce employee turnover.

7. Kaur and Bhatia (2023) studied the relationship between workplace flexibility and employee satisfaction. Their findings revealed that flexible working hours and leave policies significantly enhance employees' ability to manage personal responsibilities, leading to higher levels of satisfaction and motivation. The study recommended that organizations introduce flexible work arrangements to support employee well-being.

8. Ali and Khan (2023) conducted a literature review on work-life balance practices and organizational effectiveness. The study concluded that organizations with effective work-life balance policies experience improved employee satisfaction, increased productivity, and stronger organizational commitment. The authors highlighted work-life balance as a strategic tool for human resource management.

9. Das and Chatterjee (2022) analyzed the effect of work-life balance on employee stress and job satisfaction. The findings indicated that employees facing work-life conflicts reported lower satisfaction levels and higher stress. The study suggested that organizations should provide counseling, flexible schedules, and supportive work environments to improve employee satisfaction.

10. Mishra and Tripathi (2022) investigated the relationship between work-life balance and employee engagement. The study found that employees who maintained a healthy balance between work and personal life exhibited higher engagement, motivation, and job satisfaction. The authors concluded that work-life balance is a critical factor influencing organizational success and employee retention.

Research Methodology

Research Design

The present study adopted a quantitative research approach using a descriptive and analytical research design. The descriptive research design was employed to examine employees' perceptions of work-life balance and employee satisfaction at Sri Vijaya Enterprises, while the analytical design was used to evaluate the relationship between work-life balance and employee satisfaction. A cross-sectional survey design was adopted, as data were collected from respondents at a single point in time. This research design was considered appropriate because it enables the researcher to measure employees' opinions and statistically analyze the relationship between work-life balance and employee satisfaction.

The study is empirical in nature and relies primarily on quantitative data collected directly from employees. The research focuses on determining whether work-life balance significantly influences employee satisfaction and identifying the strength of this relationship.

Population of the Study

The target population consisted of employees working at Sri Vijaya Enterprises. Employees from different departments, job positions, and levels of work experience were included to obtain diverse perspectives on work-life balance and employee satisfaction.

Sample Size

A total of 100 employees participated in the study. The sample size was considered appropriate for conducting descriptive statistics, reliability analysis, correlation analysis, and hypothesis testing while ensuring adequate representation of respondents.

Sampling Technique

The study employed **Simple Random Sampling**, a probability sampling technique in which every employee in Sri Vijaya Enterprises had an equal opportunity to participate in the study. This method was chosen to minimize selection bias and improve the representativeness of the sample.

Sources of Data

The study utilized both primary and secondary sources of data.

Primary Data

Primary data were collected directly from employees of Sri Vijaya Enterprises using a structured questionnaire. The questionnaire measured employees' perceptions of work-life balance and employee satisfaction. Responses were recorded using a five-point Likert scale, where:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral

- 4 = Agree
- 5 = Strongly Agree

The questionnaire consisted of three sections:

- **Section A:** Demographic information (gender, age, educational qualification, work experience, and designation).
- **Section B:** Statements measuring work-life balance.
- **Section C:** Statements measuring employee satisfaction.

Secondary Data

Secondary data were collected from books, journals, research articles, company records, websites, magazines, and previous studies related to work-life balance and employee satisfaction. These sources were used to develop the theoretical framework, review existing literature, identify the research gap, and support the interpretation of findings.

Research Instrument

A structured questionnaire served as the primary data collection instrument. The questionnaire was prepared using simple and clear language to ensure that respondents could understand and answer each statement accurately. The instrument was developed based on established concepts of work-life balance and employee satisfaction identified in previous human resource management studies.

Variables of the Study

Independent Variable (IV)

Work-Life Balance

The variable includes factors such as:

- Working hours flexibility
- Workload management
- Leave policies
- Family support
- Work-related stress management
- Organizational support

Dependent Variable (DV)

Employee Satisfaction

The variable was measured through employees' perceptions of:

- Job satisfaction
- Employee motivation
- Organizational commitment
- Work environment satisfaction
- Employee well-being
- Overall satisfaction with the organization

Data Collection Procedure

Data were collected through printed questionnaires distributed to employees of Sri Vijaya Enterprises. Respondents were informed about the purpose of the study before participation. Participation was voluntary, and respondents were assured that their responses would remain confidential and would be used solely for academic research. Completed questionnaires were checked for completeness before coding and analysis.

Data Analysis Tools

The collected data were coded, entered, and analyzed using SPSS Statistics. The following statistical tools were employed:

- Frequency and Percentage Analysis to describe respondents' demographic characteristics.
- Mean and Standard Deviation to summarize work-life balance and employee satisfaction.
- Cronbach's Alpha to assess the reliability and internal consistency of the questionnaire.
- Pearson Correlation Analysis to examine the relationship between work-life balance and employee satisfaction.
- Simple Linear Regression Analysis to determine the impact of work-life balance on employee satisfaction.
- Hypothesis Testing at a 5% level of significance ($p < 0.05$) to evaluate the proposed research hypothesis.

DATA ANALYSIS AND INTERPRETATION

Demographic Profile of Respondents

Table 1 Gender Distribution

Gender	Frequency	Percentage (%)
Male	67	67.0
Female	32	32.0
Other	1	1.0
Total	100	100.0

Interpretation

The study included 100 respondents, of whom 67% were male, 32% were female, and 1% identified as other. The higher participation of male employees indicates that the workforce of Sri Vijaya Enterprises is predominantly male.

Table 2 Age Distribution

Age Group	Frequency	Percentage (%)
18–25 Years	50	50.0
26–35 Years	35	35.0
36–45 Years	10	10.0
46–55 Years	5	5.0
Above 55 Years	0	0.0
Total	100	100.0

Interpretation

Most respondents (50%) belonged to the 18–25 years age group, followed by 35% in the 26–35 years category. This indicates that the workforce primarily consists of young employees.

Descriptive Statistics

Table 3 Descriptive Statistics

Variable	Mean	Standard Deviation
Work-Life Balance	4.12	0.57
Employee Satisfaction	4.08	0.60

Interpretation

The mean score of 4.12 for work-life balance indicates that employees generally agreed that they maintain a healthy balance between their professional and personal lives. The mean score of 4.08 for employee satisfaction suggests that employees are satisfied with their jobs and organizational environment. The relatively low standard deviation values indicate consistency in employee responses.

Reliability Analysis

Table 4 Reliability Statistics

Variable	Cronbach's Alpha
Work-Life Balance	0.894
Employee Satisfaction	0.901

Interpretation

Cronbach's Alpha values exceeded the recommended threshold of 0.70, indicating excellent internal consistency of the questionnaire. Therefore, the research instrument was considered reliable for further statistical analysis.

Correlation Analysis

Table 5 Correlation Between Work-Life Balance and Employee Satisfaction

Variables	Pearson Correlation (r)	p-value
Work-Life Balance and Employee Satisfaction	0.782	0.000

Interpretation

The Pearson correlation coefficient ($r = 0.782$) indicates a strong positive relationship between work-life balance and employee satisfaction. The p-value (0.000) is less than the significance level of 0.05, confirming that the relationship is statistically significant.

This finding indicates that employees who experience better work-life balance tend to report higher levels of job satisfaction.

Regression Analysis

Table 6 Model Summary

R	R Square	Adjusted R Square	Std. Error
0.782	0.612	0.608	0.421

Table 7 Regression Coefficients

Variable	Beta	t-value	p-value
Work-Life Balance	0.756	12.43	0.000

Interpretation

The regression analysis shows that work-life balance has a significant positive effect on employee satisfaction ($\beta = 0.756$, $p < 0.001$). The coefficient of determination ($R^2 = 0.612$) indicates that work-life balance explains 61.2% of the variation in employee satisfaction. This demonstrates that work-life balance is a major factor influencing employee satisfaction at Sri Vijaya Enterprises.

Hypothesis Testing

Hypothesis	Decision
H ₀ : There is no significant relationship between work-life balance and employee satisfaction.	Rejected
H ₁ : There is a significant positive relationship between work-life balance and employee satisfaction.	Accepted

Interpretation

Since the p-value obtained from the regression analysis is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. The findings confirm that work-life balance has a statistically significant positive impact on employee satisfaction.

RESULTS AND DISCUSSION

The primary objective of this study was to examine the relationship between work-life balance and employee satisfaction among employees of Sri Vijaya Enterprises. The statistical analysis revealed a significant positive relationship between work-life balance and employee satisfaction. The correlation analysis indicated a strong positive association between the two variables, while the regression analysis confirmed that work-life balance significantly predicts employee satisfaction.

The descriptive analysis showed that respondents reported high levels of work-life balance, with a mean score above four on a five-point Likert scale. Similarly, the mean score for employee satisfaction indicated that employees were generally satisfied with their jobs, organizational support, and work environment. These findings suggest that employees who are able to balance their work responsibilities and personal commitments experience greater satisfaction in their jobs.

The survey results further revealed that a majority of employees agreed that they maintain a good balance between work and personal life, have manageable workloads, receive support from supervisors, and are able to spend sufficient time with their families. Employees also expressed satisfaction regarding job security, recognition, work environment, and career growth opportunities.

The study concludes that work-life balance should be considered a strategic organizational priority. Investing in employee well-being not only improves satisfaction but also contributes to long-term organizational growth, workforce stability, and sustainable business success.

CONCLUSION AND SUGGESTIONS

Conclusion

The present study examined the relationship between work-life balance and employee satisfaction with special reference to Sri Vijaya Enterprises through an empirical investigation involving 100 employees. The

findings confirmed that work-life balance has a significant positive impact on employee satisfaction. Employees who are able to effectively manage their professional responsibilities and personal commitments demonstrate higher job satisfaction, stronger organizational commitment, improved well-being, and greater motivation.

The statistical analysis revealed a strong positive relationship between work-life balance and employee satisfaction. The regression results further indicated that work-life balance significantly predicts employee satisfaction, confirming the proposed research hypothesis. These findings suggest that organizations can improve employee morale, productivity, and retention by implementing effective work-life balance practices.

Overall, the study concludes that work-life balance is a critical factor influencing employee satisfaction. Organizations that invest in employee well-being through flexible work arrangements, supportive leadership, manageable workloads, and employee-friendly policies are more likely to achieve higher levels of employee satisfaction, commitment, and long-term organizational success.

Limitations of the Study

The study has certain limitations that should be acknowledged.

- The study was conducted using a sample of 100 employees, which may limit the generalizability of the findings.
- The research adopted a cross-sectional design; therefore, changes in work-life balance and employee satisfaction over time were not examined.
- Only work-life balance was considered as the independent variable, while other factors such as compensation, leadership style, organizational culture, employee engagement, and career growth opportunities were not included.
- The findings are based on employees' self-reported responses, which may be influenced by personal perceptions and individual biases.

Suggestions

Based on the findings of the study, the following recommendations are proposed:

- Sri Vijaya Enterprises should continue promoting work-life balance initiatives through flexible working arrangements and employee-friendly policies.
- Management should regularly assess employee workload to ensure that work responsibilities remain manageable and do not create excessive stress.
- Supervisors should provide continuous support and encouragement to employees in balancing their professional and personal responsibilities.
- The organization should strengthen leave policies and employee welfare programs to enhance employee well-being and satisfaction.
- Regular employee feedback surveys should be conducted to identify work-life balance concerns and implement appropriate corrective measures.
- Training programs on stress management, time management, and employee wellness should be organized to improve overall employee well-being.

Scope for Future Research

Future researchers may consider larger sample sizes covering multiple organizations and geographical regions to improve the generalizability of the findings. Further studies may examine the mediating role of employee engagement, organizational commitment, job satisfaction, leadership style, or organizational culture in the relationship between work-life balance and employee satisfaction. Longitudinal studies may also be conducted to understand how work-life balance influences employee satisfaction over an extended period.

Declaration of Conflicting Interests

The authors declare no potential conflicts of interest with respect to the research, authorship and publication of this article.

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