



A STUDY ON EMPLOYEES' WORK-LIFE BALANCE AT GOPAL SNACKS LIMITED

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Abstract

One of the most crucial elements of contemporary human resource management is work-life balance. Job happiness, productivity, motivation, and organisational commitment are all strongly impacted by an employee's capacity to manage work and personal obligations. The current study looks on Gopal Snacks Limited employees' work-life balance. A structured questionnaire was used to gather primary data from 105 employees for the study, which used a descriptive research methodology. Books, journals, research articles, and company-related publications were the sources of secondary data. Workload, stress levels, supervisor support, workplace flexibility, and employee happiness are all assessed in this study. The results show that the majority of workers are able to successfully combine their personal and professional lives. Employee well-being is greatly influenced by supportive managers, good working relationships, and employee welfare programs. The study comes to the conclusion that in order to increase employee satisfaction and organisational effectiveness, organisations must consistently enhance work-life balance strategies.

Keywords: *Work-Life Balance, Employee Satisfaction, Stress Management, Organizational Support, Human Resource Management, FMCG Industry, Employee Well-being.*

Introduction

Due to shifting work settings, advances in technology, and rising employee expectations, the idea of work-life balance has received a lot of attention lately. Workers are expected to work well while also taking care of their personal and family obligations. As a result, many people now find it extremely difficult to balance their personal and professional lives.

The ability of workers to successfully balance their personal and professional responsibilities without incurring undue stress or conflict is known as work-life balance. A good work-life balance enhances one's physical and mental health as well as one's job



satisfaction, productivity, and organizational commitment. Conversely, poor work-life balance may lead to burnout, stress, absenteeism, and reduced performance.

The FMCG sector is one of the fastest-growing sectors in India and requires employees to work in a dynamic and highly competitive environment. Gopal Snacks Limited is a leading snack manufacturing company that employs a large workforce across different departments. Understanding employees' perceptions regarding work-life balance can help management formulate effective policies that support employee well-being and enhance organizational performance.

Review of Literature

Numerous scholars have examined the effects of work-life balance on workers. Effective work-life balance strategies enhance employee retention, satisfaction, and organizational success, according to Adkar and Shaikh (2023). Flexible work schedules and organizational assistance are crucial for preserving a work-life balance, according to Mahida and Chauhan (2023).

Priyanka and Chand (2022) found that excessive workload and family obligations negatively influence employee well-being. Rashmi and Kataria (2021) identified managerial support, organizational culture, and wellness initiatives as major determinants of work-life balance. Arunima and Nangia (2020) highlighted that technological advancement and increased workplace demands have made balancing work and life more challenging.

Prior research unequivocally shows that companies with employee-friendly policies and supportive work environments see increases in employee enthusiasm, commitment, and productivity. However, little research has been done in Gujarat's FMCG manufacturing sector, necessitating organization-specific investigations.

Research Gap Analysis

While several studies have looked at work-life balance in various industries, relatively few of them concentrate on Gujarati manufacturing companies. Additionally, there isn't much factual data about Gopal Snacks Limited employees' work-life balance. Thus, by examining employee perspectives and determining the variables affecting work-life balance inside the company, this study aims to close this gap.

Research Objectives:

- To study the work-life balance of employees at Gopal Snacks Limited.
- To identify factors affecting employees' work-life balance.



- To examine the relationship between workload and employee stress.
- To analyze employee satisfaction regarding organizational support.
- To suggest measures for improving employee work-life balance.

Research Methodology

Research methodology provides a systematic framework for conducting research and achieving the objectives of the study. The present research adopted a descriptive research design because it focuses on describing employee perceptions, attitudes, and experiences regarding work-life balance.

Sources of Data:

The study employed both primary and secondary sources of data. Primary data were gathered directly from employees using a structured questionnaire created through Google Forms. Secondary data were obtained from various sources, including books, academic journals, research articles, websites, and published reports related to work-life balance and human resource management.

Population and Sample:

The population of the study consisted of employees working in various departments of Gopal Snacks Limited. A total of 105 employees participated in the survey and provided valuable responses regarding their work-life balance experiences.

Sampling Technique:

Convenience sampling was used to select respondents. This non-probability sampling method was considered appropriate due to accessibility and willingness of employees to participate in the study.

Data Collection Tool:

A structured questionnaire was designed to collect data, including demographic information and questions related to workload, stress, working hours, workplace flexibility, supervisory support, employee satisfaction, and organizational policies. The questionnaire required participants to answer based on their practical experiences and observations.

Data Analysis:

The collected data were classified, tabulated, and analyzed using percentage analysis, frequency distribution, and chi-square tests. These tools helped identify patterns, relationships, and trends in employee responses.



Research scope:

The study examines work-life balance among employees of Gopal Snacks Limited exclusively. It examines various dimensions of work-life balance, including workload management, stress levels, workplace flexibility, supervisor support, and employee satisfaction.

Limitations:

Limitations of the study to one organization and a sample size of 105 employees. Employee opinions may change over time, and therefore findings are applicable only to the period during which the study was conducted.

Results and Discussion

The analysis revealed that most employees maintain a reasonably balanced professional and personal life. A majority of respondents reported working between six and eight hours per day and considered their workload manageable. Employees expressed satisfaction with organizational flexibility and appreciated the support provided by supervisors and colleagues.

Workload emerged as the primary factor contributing to workplace stress. However, employees indicated that social activities, wellness initiatives, training programs, and positive workplace relationships helped reduce stress and improve overall well-being. Many employees also reported that they were able to spend sufficient time with family members and participate in personal activities outside working hours.

The results indicate that work-life balance is affected by various organizational and individual factors. Strong communication, supportive management, and employee-centered policies contribute significantly to improving employee satisfaction, engagement, and commitment to the organization.

Findings

The key findings of the study are as follows:

- ✓ Employees generally maintain a satisfactory work-life balance.
- ✓ Most respondents perceive their workload as manageable.
- ✓ Supervisor support positively influences employee satisfaction.
- ✓ Wellness initiatives and employee engagement programs contribute to well-being.
- ✓ Workload remains the primary source of stress.
- ✓ Employee's value flexibility and supportive workplace policies.



- ✓ Positive work environments improve employee motivation and retention.

Suggestions

Organizations should continue investing in employee well-being programs and flexible work arrangements. Regular stress-management workshops, employee counseling, health awareness programs, and engagement activities can further improve employee satisfaction. Management should periodically assess employee needs and update work-life balance policies accordingly. Strengthening communication between employees and supervisors can also contribute to a more supportive workplace culture.

Conclusion

A key component of both business performance and employee well-being is work-life balance. The current study looked at Gopal Snacks Limited employees' work-life balance and found variables affecting working experiences, stress levels, and employee satisfaction. According to the results, employees typically have a good work-life balance because of initiatives for employee welfare, healthy workplace connections, and supportive management practices. However, ongoing enhancements to stress-reduction strategies, flexibility, and wellness initiatives can further boost worker satisfaction and output. Prioritizing employee well-being increases an organization's chances of long-term success, better employee commitment, and sustainable growth.

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