



A Study on Work-Life Balance and Job Satisfaction of Gig Employees in Surat City – With Special Reference to Swiggy & Zomato Food Deliverers

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Abstract

The rapid growth of digital food ordering and delivery services has sparked widespread interest due to their convenience and swift food delivery. Amidst this trend, the concept of work life balance has gained prominence, characterized by satisfaction and efficiency in both professional and personal spheres with minimal conflict. This study delves into the work life balance and job satisfaction of gig employees in Surat City, focusing on food delivery for Swiggy and Zomato. Employing established measures, the research aims to explore the relation between work life balance and job satisfaction. Utilizing a descriptive study, 100 food delivery employees from Swiggy and Zomato will be selected through snowball sampling, with work- life balance assessed using the Fisher-McAuley scale and data collected via questionnaire. According to study, the Surat Gig employees struggle with poor work life balance and job satisfaction due to irregular hours, low earnings, and lack of support systems.

1.1 Introduction:

“Gig Economy” is a free-market system in which business hires independent contractors, freelancer, project-based workers, temporary and part time hires (Ben Lutkevich, 2020). Gig Economy refers to a segment of the labour market where independent firms and contractors utilise marketplaces to hire temporary workers and pay them by the project or hour (Gobinda Roy, 2020). Around the world, there has been a significant shift in the nature of work due to unemployment, growing demand for flexible work schedules, and technological advancements. It creates various online platforms due to fast expansion of e- commerce has led to increased consumer use and a larger workforce. This emerging trend has led to rise of new types of working styles called gig workers (Yosuke Uchiyama, 2022). The emergence of the gig economy is posing a challenge to the traditional job market. There are many advantages to this from the standpoint of the employer and those who work there. Benefits from an employer's point of view include reduced costs, more access to talent, improved productivity, and flexible human capital. Employees benefit from the gig economy by having the freedom to work on multiple projects at once, being independent, choosing their own hours and locations, and being able to earn more money from multiple projects.



Gig Economy signifies a different types of jobs like artists, consultants, food delivery, transportation etc. People are using food delivery services, dispatch services, and transportation services in this modern day and reaping the benefits of their convenience. The gig economy (GE) is the term used to describe all of these services. Gig Economy is widely defined as “platform economy”, ‘on-demand economy’, and ‘sharing economy’ that refers to the demand and supply of short term or task based working activities (Azahar, 2020). Food delivery services like Swiggy, Zomato, Food Panda etc. have recognised during and after the Covid period. It is more popular than any other online businesses in India.

The industry of food delivery services has experienced significant growth in recent years. The expansion of food delivery services was aided by changes in lifestyle and technology. The market saw a significant influx of new investors, which increased in competition. A new wave in the Indian food industry was brought about by the food delivery sector (M. Nirmala, 2022). According to industry estimates, there are more than 700,000 to 1million food delivery workers on platforms like Zomato and Swiggy (Moneycontrol, 2023). Many People working in online food delivery sector as a full time and part time employees. Delivery executives from Swiggy and Zomato are earning good income depending on number of deliveries (Dr.Sukanya R, 2022). Employees who work late shifts and on rainy days receive extra incentives. However, working in this industry comes with many challenges for the employees.

A healthy balance between work and personal life, which includes family, leisure, and self-care, is known as work-life balance. Achieving a healthy work-life balance is essential for overall well-being, productivity and satisfaction in both professional and personal spheres. It is a very crucial element for gig workers for their motivation and improvement of their performance and satisfaction. It is a comprehensive concept of physical and psychological health, economic situation, personal belief and interaction within environment (Fatihe Kermansaravi, 2015). It has become a prerequisite for gig economy to attract and retain talented and efficient human resources and ensure that this gig employees carry out their role efficiently (Abraham Abebe, 2023). Work-life balance can have significant impact on food delivery employees, who often have more flexibility in their schedule but may also face challenges such as unpredictable income and blurred boundaries between work and personal life. Work life balance can be particularly challenging for food delivery employees due to the nature of their job. They have to hustle through periods of high demand, such as when they have to work continuously to meet customer demand, and they have to cope with physical demands such as long hours spent driving, carrying loads, and navigating traffic. The body may suffer from this, feeling alone, etc.

One of the most important aspects of people’s life is their job. Their social lives and way of are influenced by their job. Therefore, having a contented workforce is essential for any organisation. (Inayat & khan, 2021). Work life balance is necessary to boost job satisfaction. Employee satisfaction influences better performance, which in turn affects the organization's overall productivity and success. Employees must perform effectively and efficiently to meet these expectations. Job satisfaction is a positive feeling towards the job. Work life balance plays an important role to determine job satisfaction in food delivery sector. As the person who has a good work life balance will have minimum stress, high motivation and good relation with co-workers.

1.2 Literature Review

(See-Kwong, 2017) The food delivery service is increase in revenue and satisfy customer demand. (Saad, 2021) delivery time, service quality, price and condition factors constitute to be directly affected the success of food delivery which effect on working condition of Food delivery employees. Because of the challenges that the food delivery employees encounter on the job, the company ought to offer break, flexible scheduling, encouraging policies, and other benefits so that employees can manage their personal as well as professional life (Dr.Sukanya R, 2022). A study found that due to their jobs and working conditions, food delivery workers complained of back pain, rashes, and heart-related problems. The author recommended providing some protective gear, such as health and life insurance (K Subiksha, 2022). (Dr. Ramar Veluchamy, 2021) Satisfaction level is influenced by the flexible working hours so that they can spend time with their family. Apart from that incentives and other



benefits also play major role to increase their productivity and satisfaction (Ahmaddien, Effect of Work Life Balance on Employee Performance Mediated by Job Satisfaction, 2023).

There is a positive relation between work life balance, job autonomy, mental health and working environment. Stress and burnout significantly impact on work life balance (Low Mei Peng, 2023). The study in China showed that the Food delivery employees contribute in growth economy but the working condition is not promising (Yosuke Uchiyama, 2022). Better working conditions for gig workers with the help of vendors, online marketplaces, and other parties are possible, according to Rabeatul Husna Abdull Rahman (2022), and the government should create appropriate policies for gig workers. (Pruthika Chavan, 2022) To maintain the market position, the online food industry must prioritise creativity and innovation, which also help them to better understand consumer behaviour. Employees' mental health is heavily influenced by Occupational Stress, necessitating organisation to practise it in decision making and policy implementation. Measure to mitigate stress and promote well-being include establishing effective grievance handling procedures, ensuring fair payment and rewards, providing insurance and security and establishing clear communication channels. Additionally, there is a crucial need for society to show greater respect and dignity towards delivery workers (M. Nirmala, 2022).

According to study food delivery executives faces stress irrespective of time and work so the researcher suggested to practice positive managing mechanism like yoga, meditation, music, exercise, and such (Somasundari, 2019). (Dolai, 2015) With using a scale developed by (Gwenith Fisher-McAuley, 2003) it was found that professional increasingly prioritize work-life balance, companies face intense market competition, compelling them to enhance efficiency, productivity, flexibility, and innovation continually. This study focused on the insurance sector, known for its high stress and pressure, which represent significant area for potential growth. The study used scale developed by (Gwenith Fisher-McAuley, 2003) Work Interference with Personal Life (WIPL), Personal Life Interference with Work (PLIW), and Work/Personal Life Enhancement (WPLE) that found professionals and managers across various industries did not strike a balance between work and personal lives, which could lead to work-related stress. It also found that Work-life balance is a strong predictor of strain and job satisfaction. (Ilayasankar, 2021) The Covid period has changed the very face of work life balance of women employees working in IT Companies. Research showed that working from home has generally yielded positive outcomes for work life balance, offering flexibility and autonomy. However, challenges persist, notably in the form of work interfering with personal life and vice versa. The study investigated work life balance and job satisfaction among BPO employees using established Fisher-McAuley (2003) for work life balance. It found that no significant gender-based differences in work life balance or job satisfaction, indicating equal impact on both male and female employees. While demographic factors show minimal influence on job satisfaction, some correlation with job satisfaction exist. Notably gender does not significantly affect work life balance, consistent with finding that men and women report similar levels of work family balance (Yusuf, 2018). According to (Katrodia, 2020) the lack of career development opportunities, recognition, and suggestion giving ability contribute to lower job satisfaction in this industry. An employee cannot be fully satisfied with a salary and incentive alone. The two other main factors that have a significant impact on job satisfaction are job insecurity and stress.

1.3 Need and Significance of the Study

The study significance lies in understanding the work life balance and job satisfaction of gig employees in the Surat City food delivery sector. It provides crucial insights into the well-being of this growing segment of the workforce and its implications for companies like Swiggy and Zomato. Findings can inform policy formulation and intervention to improve employee satisfaction and retention. Additionally, it contributes to academic literature, enriching discourse on work-life balance in the gig economy.



1.4 Research Gap

The subject of Work life balance and Job Satisfaction in various workforce segments has been studied by numerous researchers. They are not many studies on the food delivery industry, and there aren't any that specifically address Zomato and Swiggy, Surat City or explore issues like work life balance and job satisfaction of the job. Therefore, the goal of this study is to provide additional data to close the gaps in the literature.

1.5 Research Methodology

1.5.1 Research Objectives

1. To examine the Work life balance and job satisfaction levels across different demographic groups.
2. To find the relation between Work-Life balance and Job Satisfaction.
3. To recommend strategies for improving WLB and JS of employees in Food delivery employees in Surat City.

1.5.2 Methodology

It is descriptive research. The gig employees working in food industry in Surat City constitute population for this study. Convenience sampling method was used to build significant sample size 100. A structured questionnaire was distributed by using Google forms to collect data. The scale used for measuring Work-life balance in this study is adopted from an instrument developed by (Gwenith Fisher-McAuley, 2003) . the items use in this scale is designed to assess certain dimension of Work-life balance: Work Interference with Personal Life (WIPL), Personal Life Interference with Work (PLIW), Work/Personal Life Enhancement (WPLE). Statistical tools such as Reliability test and Normality test have been conducted. On the basis of results of test of Normality Parametric/ Non parametric tests have been applied. Besides, Reliability test, frequency tests, chi square tests and co-relation tests have been applied in the present study. (Ahmaddien, Effect of Work Life Balance on Employee Performance Mediated by Job Satisfaction, 2023)

1.6 Analysis

Frequency

Variables	Category	Frequency (%)
Name of the Gender	Male	171
	Female	19
Age of the Respondents	Below 20	21
	21-30	74
	31-40	54
	41-50	20
	Above 50	21
Education of the Respondents	SSC	80
	HSC	60
	Graduate	10
	ITI	10
	Diploma	30
Name of the Organisation	Swiggy	100



Variables	Category	Frequency (%)
	Zomato	90
Working Hours of the Respondents	Below 8 hr	40
	9-10 hr	70
	11-12 hr	50
	Above 12 hr	30
Experience of the Respondents	0-1 Year	60
	2-3 Year	80
	4-5 Year	50
Salary (Per Month) of the Respondents	Below 10,000	20
	11,000-20,000	120
	21,000-30,000	30
	31,000-40,000	20
Marital Status of the Respondents	Married	130
	Unmarried	60
Family Status of the Respondents	Joint	160
	Nuclear	30
Place of Resident of the Respondents	Urban	140
	Rural	50

The demographic profile of the respondents shows that the majority of delivery employees were male (171) and female (19), highlighting the male dominated job in the food delivery sector. Most of the respondents belonged to the age group of 21-30 years, followed by those aged 31-40 years, indicating that the industry primely employs young and middle-aged people. A large population of respondents had completed SSC and HSC levels, whereas only small number of respondents were graduates or ITI holders.

The further analysis shows that most employees worked 9 to 10 hours per day daily, indicating comparatively long working hours. Most respondents had 2- 3 years of work experience, suggesting moderate industry experience among employees. The respondents almost equally distributed between Swiggy and Zomato. The majority of the employees earned 11,000 to 20,000 per month, showing moderate level of income level. Most of the respondents were married, belong to join family, and resided in urban areas.



1.6.1 DESCRIPTIVE ANALYSIS

1.6.1.1 Work Interference with Personal Life (WIPL)

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
WIPL1	190	1	5	3.00	1.301	0.146	0.176	-1.295	0.351
WIPL2	190	1	5	2.95	1.280	0.252	0.176	-1.163	0.351
WIPL3	190	1	5	2.95	1.320	0.516	0.176	-1.303	0.351
WIPL4	190	1	5	3.63	1.269	-0.535	0.176	-0.987	0.351
WIPL5	190	1	5	3.11	1.337	0.208	0.176	-1.547	0.351
Valid (listwise)	190								

The descriptive statistics of the work interference with personal life variables indicating that mean scores ranged from 2.95 to 3.63, showing a moderate level of work interference among respondents' individual lives. The highest mean score of work interference with personal life (Job demands, I usually work for long hours- 3.63) and lowest score (Personal life becomes difficult to handle because of my work, I often have to neglect my personal needs because of my work – 2.95). The standard deviation shows moderate variability in responses. The skewness and kurtosis were within acceptable range and suggesting for further statistical analysis.

1.6.1.2 Personal Life Interference with Work (PLIW)

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
PLIW1	190	2	5	3.16	1.092	0.175	0.176	-1.475	0.351
PLIW2	190	1	5	3.05	1.238	0.238	0.176	-1.308	0.351
PLIW3	190	1	5	3.05	1.102	-0.105	0.176	-1.301	0.351
Valid (listwise)	190								

The descriptive statistics for personal life interference with work variables indicate that the highest mean score for tension of my personal life drains me of my energy for work (3.16) and lowest for work is negatively influence as well as personal matters also disturb at work.



1.6.1.3 Work/Personal Life Enhancement (WPE)

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
WPE1	190	2	5	3.68	0.923	-0.554	0.176	-0.499	0.351
WPE2	190	2	5	3.47	0.996	-0.414	0.176	-1.086	0.351
WPE3	181	2	5	3.71	0.742	-1.215	0.181	1.012	0.359
WPE4	190	2	5	3.68	0.731	-1.071	0.176	0.749	0.351
Valid (listwise)	181								

The descriptive statistics of the work and personal life enhancement indicate that moderate to high level of agreement among respondents. The highest mean value (3.68) observed for personal life motivates to do good performance at job and that make feel good. The lowest mean value recorded (3.47) job gives energy to do personal activities.

1.6.1.4 Job Satisfaction

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
JS1	190	2	5	3.11	1.023	0.086	0.176	-1.556	0.351
JS2	190	2	5	3.79	0.768	-1.035	0.176	0.964	0.351
JS3	190	1	4	2.89	0.970	-0.490	0.176	-0.749	0.351
JS4	190	1	4	2.84	0.814	-0.296	0.176	-0.409	0.351
JS5	190	1	5	3.26	0.967	-0.550	0.176	-0.219	0.351
JS6	190	2	5	3.32	0.864	0.335	0.176	-0.472	0.351
JS7	190	1	4	2.74	0.911	0.122	0.176	-1.128	0.351
JS8	190	1	4	2.84	0.814	-0.296	0.176	-0.409	0.351
JS9	190	1	4	2.89	0.790	-0.462	0.176	-0.041	0.351
JS10	190	1	4	3.26	0.967	-0.904	0.176	-0.573	0.351
Valid (listwise)	190								

The above analysis indicates that the participants were moderately distributed. The mean value ranged from 2.74 to 3.26, showing moderate level of job satisfaction among the employees. The highest mean recorded for the



organisation gives non-financial benefits (3.79) and the lowest mean value recorded for the company provides learning environment (2.74). the skewness value for all factors is within acceptable range.

1.6.1.5 Reliability Test

Work Life Balance

<i>Reliability Statistics</i>	
Cronbach's Alpha	N of Item
0.847	12

Job Satisfaction

<i>Reliability Statistics</i>	
Cronbach's Alpha	N of Item
0.841	10

The reliability test was conducted using Cronbach's Alpha to measure the internal consistency of the study. The first work life balance construct containing 12 items, found a value of 0.847, while the second construct job satisfaction comprising 11 items, obtained a value of 0.841. Meanwhile both values are above the suggested threshold of 0.70, the scales show good reliability and robust internal consistency among items. This specifies that the measurement instrument used in the study is reliable and suitable for further analysis.

1.6.1.6 Normality Test

<i>Tests of Normality</i>						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
WIPL1	0.235	181	0.000	0.878	181	0.000
WIPL2	0.227	181	0.000	0.889	181	0.000
WIPL3	0.330	181	0.000	0.793	181	0.000
WIPL4	0.249	181	0.000	0.859	181	0.000
WIPL5	0.308	181	0.000	0.807	181	0.000
PLIW1	0.262	181	0.000	0.804	181	0.000
PLIW2	0.260	181	0.000	0.859	181	0.000
PLIW3	0.289	181	0.000	0.837	181	0.000
WPE1	0.333	181	0.000	0.814	181	0.000
WPE2	0.320	181	0.000	0.804	181	0.000
WPE3	0.424	181	0.000	0.675	181	0.000
WPE4	0.395	181	0.000	0.728	181	0.000
JS1	0.291	181	0.000	0.773	181	0.000
JS2	0.390	181	0.000	0.740	181	0.000
JS3	0.235	181	0.000	0.860	181	0.000
JS4	0.276	181	0.000	0.853	181	0.000
JS5	0.233	181	0.000	0.884	181	0.000
JS6	0.290	181	0.000	0.853	181	0.000
JS7	0.273	181	0.000	0.841	181	0.000
JS8	0.276	181	0.000	0.853	181	0.000
JS9	0.306	181	0.000	0.834	181	0.000
JS10	0.344	181	0.000	0.745	181	0.000
a. Lilliefors Significance Correction						



The normality of the variables was examined using the Kolmogorov-Smirnov and Shapiro-Wilk tests. The result discovered that the significance values for all variables were less than 0.05 ($p < 0.05$), representing that the data do not normally distributed. Both tests consistency showed significant results across all items related to work life balance and job satisfaction. So, the assumption of normality was violated, suggesting that non-parametric statistical techniques are more appropriate for further data analysis.

1.6.1.7 Objective 1: To examine the Work life balance and job satisfaction levels across different demographic groups.

H0: There is no significant difference in the Work Life balance of GIG employees in the Surat City across different Socio-demographic variables.

H1: There is significant difference in the Work Life balance of GIG employees in the Surat City across different Socio-demographic variables.

Demographic Variable	Statistical Test Used	Significance value	Hypothesis Result
Gender	Mann–Whitney U Test	0.000	H1 Accepted
Age	Kruskal–Wallis Test	0.000	H1 Accepted
Educational Qualification	Kruskal–Wallis Test	0.000	H1 Accepted
Marital Status	Mann–Whitney U Test	0.000	H1 Accepted
Work Experience	Kruskal–Wallis Test	0.132	Ho Accepted
Monthly Income	Kruskal–Wallis Test	0.000	H1 Accepted
Organisation	Mann–Whitney U Test	0.012	H1 Accepted
Working Hours	Kruskal–Wallis Test	0.000	H1 Accepted
Residents	Mann–Whitney U Test	0.014	H1 Accepted

The study observed the difference in work life balance among GIG employees with special reference to Swiggy and Zomato in Surat city across various socio-demographic variables using Mann-Whitney U test and Kruskal-Wallis Test. The result exhibited significantly difference in work life balance based on gender, age, educational qualification, marital status, monthly income, organisation, working hours, and residential status, as their significance value is less than 0.05 ($p < 0.05$). So, the alternative hypothesis (H1) was accepted for these variables. However, work experience showed no significant difference in work life balance ($p = 0.132 > 0.05$), showing acceptance of the null hypothesis (H0) for this variable. General, the results show that most socio-demographic factors significantly influence the work life balance of Swiggy and Zomato employees in Surat.

H0: There is no significant difference in the Job Satisfaction of GIG employees in the Surat City across different Socio-demographic variables.

H1: There is significant difference in the Job Satisfaction of GIG employees in the Surat City across different Socio-demographic variables.



Demographic Variable	Statistical Test Used	Significance value	Hypothesis Result
Gender	Mann–Whitney U Test	0.241	Ho Accepted
Age	Kruskal–Wallis Test	0.001	H1 Accepted
Educational Qualification	Kruskal–Wallis Test	0.000	H1 Accepted
Marital Status	Mann–Whitney U Test	0.318	Ho Accepted
Work Experience	Kruskal–Wallis Test	0.000	H1 Accepted
Monthly Income	Kruskal–Wallis Test	0.000	H1 Accepted
Organisation	Mann–Whitney U Test	0.005	H1 Accepted
Working Hours	Kruskal–Wallis Test	0.001	H1 Accepted
Residents	Mann–Whitney U Test	0.000	H1 Accepted

The study analysed the difference in job satisfaction among GIG employees with special reference to Swiggy and Zomato in Surat city across various socio-demographic variables using Mann-Whitney Test and Kruskal Wallis Test. The result specified significant differences in job satisfaction based on age, educational qualification, work experience, monthly income, organisation, working hours, and residential status, as the significance value were less than 0.05 ($p < 0.05$). So, the alternative hypothesis (H1) was accepted for these variables. However, no significant difference was found with respect to gender ($p = 0.241$) and marital status ($p = 0.318$), leading to the acceptance of the null hypothesis (H0) for these variables. Overall, the results suggest that most socio-demographic factors significantly influence the job satisfaction of Swiggy and Zomato employees in Sura city.

1.6.1.8 Objective 2: To find the relation between Work-Life balance and Job Satisfaction.

H₀: There is no significant relationship between Work-Life balance and Job Satisfaction among Swiggy and Zomato employees in the Surat.

H₁: There is a significant relationship between Work-Life balance and Job Satisfaction among Swiggy and Zomato employees in the Surat

Correlations						
			JS_Total	WIPL_total	PLIW_total	WPE_total
Spearman's rho	JS_Total	Correlation Coefficient	1.000	-.450**	-.553**	.205**
		Sig. (2-tailed)		0.000	0.000	0.006
		N	190	190	190	181
	WIPL_total	Correlation Coefficient	-.450**	1.000	.749**	-.260**
		Sig. (2-tailed)	0.000		0.000	0.000
		N	190	190	190	181
	PLIW_total	Correlation Coefficient	-.553**	.749**	1.000	-.160*
		Sig. (2-tailed)	0.000	0.000		0.031
		N	190	190	190	181



Correlations						
			JS_Total	WIPL_total	PLIW_total	WPE_total
	WPE_total	Correlation Coefficient	.205**	-.260**	-.160*	1.000
		Sig. (2-tailed)	0.006	0.000	0.031	
		N	181	181	181	181
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

QWL Factor	Spearman's rho (ρ)	p-value (Sig. tailed)	Result	Interpretation
Work Interference with Personal Life (WIPL)	-.450	0.000	Significant	Moderate negative relationship between Job Satisfaction and WIPL.
Personal Life Interference with Work (PLIW)	-.553	0.000	Significant	Moderate negative relationship between Job Satisfaction and PLIW
Work/Personal Life Enhancement (WPE)	.205	0.006	Significant	Weak positive relationship between Job Satisfaction and WPE.

The spearman's rank correlation analysis showed that a significant relationship between work life balance and job satisfaction among respondents. Work interference with personal life (WIPL) revealed that a moderate negative correlation ($\rho = -0.450$, $p < 0.001$) with job satisfaction, showing that higher work interference in personal life reduce employee's satisfaction. Likewise, Personal life interference with work (PLIW) ($\rho = -0.553$, $p < 0.001$) also demonstrated a moderate negative relationship with job satisfaction, suggesting that personal life disturbs work led to lower satisfaction. In contrast, Work/Personal life enhancement (WPE) exhibited ($\rho = 0.205$, $p = 0.006$) a positive correlation with job satisfaction, implying that better balance and mutual enhancement between work and personal life slightly improve employees' job satisfaction.

Overall, the results show that work-life balance factors like work interference with personal life and personal life interference with work have more distinct effect on job satisfaction than work/personal life enhancement. So, organizations should emphasis on implementing policies and practices that lessen work life interference and support employees in achieving better balance between their personal and professional life, thus enhancing job satisfaction.

1.7 Discussion

The study examined the relationship between Work-Life Balance (WLB) and Job Satisfaction (JS) among gig employees working as food delivery executives for Swiggy and Zomato in Surat City. The result showed that gig employees experience moderate levels of work-life balance and job satisfaction, with several socio-demographic variables meaningfully influencing these concepts.

The descriptive analysis discovered that respondents experienced a moderate level of Work Interference with Personal Life (WIPL). The long working hours due to job demands was observed highest mean score. This result



is consistent with the observation of (Dr.Sukanya & Dhamayanthi , 2022), who stated that food delivery employees often work under time pressure, peak hour demands, and irregular schedules resulting in balancing personal and professional accountability. Likewise, (Yosuke Uchiyama, 2022) found that food delivery employees frequently experience extreme workloads and unpredictable schedules, negatively affect their personal lives.

The research also found that a moderate level of Personal Life Interference with Work (PLIW), showing that personal and family related problems affect employees' work performance. This result supports the work of (Yi & Peng, 2023), who concluded that mental health, stress, and family responsibility meaningfully effect gig workers' ability to perform effectively at work. The findings align with those of (Nirmala & N, 2022), who found that occupational stress among food delivery employees adversely affects both work performance and psychological well-being.

Work/Personal Life Enhancement (WPE), respondents reported moderate to high agreement that positive experiences in one domain enhances outcomes in the other. This result is consistent with the findings that a balanced work-life environment boosts motivation, job performance, and job satisfaction. Likewise, (Abraham Abebe, 2023) found that a positive work environment contributes significantly to employee commitment, satisfaction, and wellbeing.

The findings regarding job satisfaction show a moderate level of satisfaction among delivery employees. Respondents expressed relatively higher satisfaction with non-financial benefits but lower satisfaction concerning opportunities for learning and development. The findings support the study of (Katrodia, 2020), who stated that employee cannot be satisfied with salary and incentive alone, factors like job opportunities, job security, organizational supports, and career growth significantly affect job satisfaction. Likewise, (K Subiksha, 2022), who found that delivery personal frequently face dissatisfaction due to health concern, inadequate organizational support, and limited benefits.

The demographic result demonstrated that there was a significance differences in work-life balance across age, gender, marital status, education, income level, working hours, organization, and residential status. Though, work experience did not show significantly affect work-life balance. These findings somewhat support the research of (Yusuf, 2018), who found demographic influence on work-life balance and reported no significant difference in gender.

Likewise, job satisfaction was significantly influenced by age, education, monthly income, work experience, working hours, organization, and residential status. Though, gender and marital status did not significantly influence job satisfaction. This finding is supported (Yusuf, 2018) that gender does not significantly affect job satisfaction. The results also match with the study (Inayat & khan, 2021) who highlights that organizational and job-related factors have a stronger influence on satisfaction than personal demographic features.

The most important findings of the study are the significant relationship between work-life balance factors and job satisfaction. The results reveled a moderate negative relationship between Work Interference with Personal Life ($p = 0.450$) and job satisfaction. This shows that as work demands increasingly affect personal life. This finding supports the study of (Fisher, Bulger, & Smith, 2009), who found work-life balance as a significant predictor of job satisfaction and employee stress.

Likewise, Personal Life Interference with Work ($p = 0.553$) reveled that a moderate negative relationship with job satisfaction. It provides a suggestion that employees who face personal or family related problems that affect their work are less satisfied with their jobs. This finding is consistent with the research of (Low Mei Peng, 2023), who found that work-family conflict and stress significantly reduce employee wellbeing and satisfaction.

The study further identified a weak positive relationship between Work/Personal Life Enhancement and Job Satisfaction. It indicates that employee feel mutual benefits between work and personal life tend to report higher level of job satisfaction. Overall findings reveal that work-life balance is a critical factor of job satisfaction



among food delivery gig employees in Surat city. The negative dimensions of work-life balance exert stronger influence on job satisfaction than the positive dimension, indicating that reducing work-life conflicts should be priority for value-based organizations. Swiggy and Zomato may improve employee satisfaction by introducing proper working hours, reducing work related stress, providing health insurance or benefits, improving interpersonal skill, and creating tools to support employees' grievances. Such interventions can contribute to a healthier work-life balance and ultimately improve employee productivity, retention, and organizational performance.

1.8 Conclusion

The study analyzed that the relationship between work-life balance and job satisfaction among gig employees working as food delivery for Zomato and Swiggy in Surat City. The findings show that though the gig work offer flexibility and income generating opportunities, employees face substantial challenges in maintaining a healthy work-life balance between personal and professional life. The descriptive analysis showed that moderate level of work-life balance and job satisfaction, suggesting that employee experience both advantages and limitations related with platform-based employment.

The study further indicated that socio-demographic variables such as monthly income, age, education, working hours, residential status and organizational significantly influence both work-life balance and job satisfaction. Though, work experience did not significantly influence work-life balance, whereas gender and marital status exhibited no significant influence on job satisfaction. These findings imply that organizational and job-related features play more important role that certain personal characteristics in defining employee well-being.

This research is the confirmation of a significant relationship between work-life balance and job satisfaction. The Spearman's correlation analysis showed that work interference with personal life (WIPL) ($\rho = -0.450$, $p < .001$), and personal life interference with work (PLIW) ($\rho = -0.553$, $p < .001$) have significant moderate negative relationships with job satisfaction. This shows that increasing work-related pressure and personal life struggles considerably reduce employees' satisfaction with their work. Equally, work/personal life enhancement (WPLE) showed a significant but weak positive relationship with job satisfaction ($\rho = 0.205$, $p = .006$), signifying that positive interactions between work and personal life contribute higher employee satisfaction.

These findings are constant with previous research that identifies work-life balance as one of the strongest predictors of employee satisfaction, well-being, and organisational commitment (Fisher, Bulger, & Smith, 2009; Inayat & Khan, 2021). The findings also support studies conducted among gig food delivery employees, which report that irregular working hours, workload pressures, occupational stress, career growth issues, and insufficient organisational support adversely affect employees' satisfaction (Ktrodia, 2020; Nirmala & N, 2022).

Overall, the study concluded that improving work-life balance is vital for enhancing job satisfaction among gig employees. Platform based organisations should present employee centric practices such as resonable working hours, transperent incentive systems, stress managemnent programs, health insurance, career development opportunities, and grivance redressal mechanisams. Such interventions help to improve employees' psychological and physical wellbeing and also increase organisational commitment, reduce absenteeism, and imrove service quality. The findings provide valuable implications for policymakers and researchers to create more sustainable and employee friendly working enviornment.



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