

# A Study on Quality Of Work-Life Balance Among Employees In Rich Dairy Products (India) Private Limited With Reference To Namakkal

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**Abstract-** *Quality of Work Life is referred to all the organizational inputs which aim at the employee's satisfaction and enhancing organization effectiveness. The purpose is to develop jobs and working condition that is excellent for employees as well as the economic health of the organization. It also refers to the satisfaction, motivation, commitment, and involvement of an individual experience concerning their line at work. The paper aims to study the concept "Quality of Work-Life" and the role it plays in enhancing the productivity and performance in the firm. The purpose of the study is mainly to understand the quality of work life of the employees with significant factors like Working Environment, Training, and Development, Compensation & Rewards, Organizational Commitment, Job Satisfaction, etc. The research includes 120 employees who were designated as Staff Employee, Technician, Executive and Manager in a firm. The primary data can be analysed using the statistical tool like ANOVA, Chi-Square, and Correlation*

**Keywords:** Quality of Work Life, Employee Satisfaction, Working Environment, Training and Development, Compensation and Rewards, Job Satisfaction, Productivity, Employee Performance.

## I. INTRODUCTION

Quality of Work-life has an issue increasingly recognized as of strategic importance to organizations and of significance to employees. Work-life Balance is Human Resource Strategy, which is already recognized as the ultimate key for Human Resource Development among all the work systems. Researchers of Human Resource Management have indicated that work-life balance among employees of organizations is playing a vital role for better performance in an industry. It is widely accepted that better work place is closely associated with the development of career strategy which in turn would enhance individual's job satisfaction. This research attempts to study the Quality of Work-life of employees working from home. Quality of Work life balance is the state of equilibrium where a person equally prioritizes the

demands of one's career and the demands of one's personal life. Work life balance is about dividing the hours in your day evenly between work and personal. The term work life balance was first used in the United Kingdom in the late 1970's to describe the balance between an individual's work and personal life. The concept of work life balance has undergone major change in current pandemic situation. Balancing work life and personal life is overwhelming for any working class professionals.

## INDUSTRY PROFILE

The dairy industry is one of the important sectors in India's economy and plays a major role in it. Rich Dairy Products (India) Private Limited is a dairy manufacturing company located in Namakkal, Tamil Nadu. The company is engaged in the production and supply of dairy products while maintaining quality standards and efficient operational practices. It focuses on employee welfare, workplace safety, product quality, and customer satisfaction. The organization provides employment opportunities and contributes to the growth of the dairy industry through effective management and productivity-oriented practices. Production and employment generation. The industry involves milk production, processing, packaging, and distribution of dairy products. Rich Dairy Products (India) Private Limited operates in this sector by producing quality dairy products and maintaining effective operational practices. Employee satisfaction, workplace safety, compensation, and work-life balance are important factors influencing productivity and organizational performance in the dairy industry.

## COMPANY PROFILE

Rich Dairy Products (India) Private Limited is a well-known dairy manufacturing company located in Namakkal, Tamil Nadu. The company is engaged in the production, processing, packaging, and distribution of dairy products. It maintains quality standards and follows effective operational practices to satisfy customer needs and market demand. The

company focuses on employee welfare, workplace safety, product quality, and organizational development. It provides employment opportunities and encourages teamwork, discipline, and productivity among employees. Rich Dairy Products also conducts training and development activities to improve employee skills and organizational performance.

The organization aims to achieve customer satisfaction through hygienic production methods, efficient management practices, and continuous improvement in business operations. Through its commitment to quality and employee support, the company contributes significantly to the growth of the dairy industry.

## STATEMENT OF THE PROBLEM

Quality of work life in an organization is essential for the smooth running and success of its employees. The work-life balance must be maintained effectively to ensure that all employees are running at their peak potential and free from stress and strain. The quality of work life can affect such things as employee's timings, work output, available leaves, etc. Quality of work life helps the employees to feel secure and like they are being thought of and cared for by the organization in which they work. An organization's HR department assumes responsibility for the effective running of the quality of work life for their employees.

Employee expectations and organizational demands are continuously increasing, making it necessary for management to understand the level of employee satisfaction regarding quality of work-life practices. Identifying employee opinions about workplace facilities, safety, compensation, and organizational support is important for improving overall effectiveness.

## OBJECTIVES OF THE STUDY

- To study on employees quality of work life in Rich Dairy Products (India) Private Limited at Namakkal.
- To identify the factors that impacts the employees work life.
- To analyze the demographic profile of the employees.
- To evaluate the impact of work-life balance and family interference on employee performance.
- To identify the factors influencing employee career growth and grievance handling satisfaction.

## SCOPE OF THE STUDY

Quality of work life is the major significant factors for the employees in the organization. The study covers employee's in the industry. A satisfied employee will be having a positive attitude towards his or her job and would go beyond the normal expectation in his or her job. This study emphasizes on the quality of work life of employees. We have made a sincere attempt to determine the quality of work life of the industry employees working in the company. The study is expected to identify the exceptional level of quality of work life of employee. This research is mainly focused on analyzing the factors determining the quality of work life of the industry employees.

## NEED OF THE STUDY

The need for this study arises from the increasing pressure on employees to navigate the thin line between professional demands and personal well-being, which directly impacts organizational productivity and employee retention. As modern workplaces evolve with digital connectivity and hybrid models, the traditional boundaries of work have blurred, leading to heightened stress, burnout, and declining job satisfaction. This research identifies organizational factors like workload, flexibility, and support systems that affect Quality of Work Life (QWL). It helps management create a healthy work environment, reduce turnover, and improve employee satisfaction and productivity.

## LIMITATIONS OF THE STUDY

- This study confined only the industry employees, Namakkal and sample size is limited to 120
- Time constraint was another limiting factor. The time available for the study was very much limited.
- There may be errors due to the bias of the respondents.
- Due to time constraints and busy schedule of employees, it was difficult to interact with them completely.

## II. REVIEW OF LITERATURE

- **D.S.R. Adikaram (2020)** explained that work-life balance improves job satisfaction and suggested that organizations should reduce work pressure through proper policies and employee support.
- **Straw and Heckscher (2021)** stated that employees are valuable resources in organizations and should be treated with dignity and respect to improve quality of work life.

- **Beukema (2022)** described QWL as the freedom given to employees to shape their work according to their interests and needs.
- **R. Baral and S. Bhargava (2023)** suggested that organizations should implement effective work-life balance policies to improve employee commitment and productivity.
- **Sarah Holly and Alwine Mohnen (2024)** examined the impact of working hours on job satisfaction and found that overtime compensation influences employee satisfaction.
- **Walton (2025)** identified major areas of QWL including fair compensation, safe working conditions, career growth, and social integration.

- Percentage analysis
- Chi-square analysis
- Correlation
- ANOVA

### III. RESEARCH METHODOLOGY

To fulfill any task, it is necessary to follow a systematic method. Research methodology is the main aspect of research studies. The methodology follow by research is detailed here.

#### RESEARCH DESIGN

A research design is the specialization of measure and procedure for the information needed to solve problems in the overall operational pattern of frame Work life of the project that stipulates what information is to be collected from which sources by what procedure. There are three types of research design.

#### SAMPLING DESIGN

The sampling design being used for this study is simple random sampling

#### SAMPLE SIZE

The study based only on the Work life of employee. Total number of sample taken for the study is 120 respondents.

#### SOURCES OF DATA

Primary data: collected directly from respondents through questionnaires.

Secondary data: collected from books, journals, websites, and company records.

#### STATISTICAL TOOLS USED

#### CHI –SQUARE TEST

##### NULL HYPOTHESIS

**H<sub>0</sub>:** There is no significance relationship between qualification of the respondents and satisfaction level of quality of work life.

##### ALTERNATIVE HYPOTHESIS

**H<sub>1</sub>:** There is a significance relationship between qualification of the respondents and satisfaction level of quality of work life.

#### Chi-Square Test

	Value	V	f	Asy mp. Sig. (2- sided)
Pearson Chi-Square	669E2 <sup>a</sup>	2.	2	.000
Likelihood Ratio	45.747	2	2	.000
Linear-by-Linear Association	06.666	1	1	.000
N of Valid Cases	20	1	1	

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is 1.50.

#### RESULT

The Chi-Square test shows a significant relationship between qualification and satisfaction ( $p < .001$ ), while a strong Lambda value of .838 indicates that qualification is a very powerful predictor of quality of work-life satisfaction.

#### CORRELATIONS

**Correlations**

		Experience	Provide primary facility
Experience	Pearson Correlation	1	.971**
	Sig. (2-tailed)		.000
	N	120	120
Provide primary Facility	Pearson Correlation	.971**	1
	Sig. (2-tailed)	.000	
	N	120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**RESULT**

There is an extremely strong, positive, and statistically significant correlation ( $r = .971, p < .001$ ) between years of experience and the provision of primary facilities, suggesting that these facilities are highly aligned with seniority levels.

**ANOVA**

**NULL HYPOTHESIS**

**H<sub>0</sub>:** There is no significant relationship between age of the respondents and agree with safety of workers

**ALTERNATIVE HYPOTHESIS**

**H<sub>1</sub>:** There is a significant relationship between age of the respondents and agree with safety of workers.

**ANOVA**

Age	Sum of Squares	df	Mean Square	F	Sig.
Within (Combined)	12.524		8.131	68.706	.000
Between (Unweighted)	6.234		6.234	17.159	.000
Within (Weighted)	00.255		00.255	01.247	.000
Between (Deviation)	2.269		.090	4.526	.000
Within Groups	9.176	15	167		
Total	31.700	19			

**RESULT**

The ANOVA results indicate a highly significant difference ( $F = 168.706, p < .001$ ) in the dependent variable across different age groups. The strong linear term suggests that the measured response changes in a very consistent and predictable direction as the age of the respondents increases.

**SUGGESTIONS**

- The company can provide regular medical check-up for improving the medical facilities.
- The company can provide effective training for efficient performance of employees.
- The company can improve promotional policies
- Provide substantial freedom, independence and discretion to employees in scheduling their work.
- Team culture, peer relations also influence the quality of work life of the employees. So there should be good relationship between employees.
- Future research should explore the linkage between the quality of work life and quality of life.
- The outcome or quality or work life alone may be viewed in future research work.
- The relationship between the work family conflict and quality of life may be examined in future research studies. Since the ultimate aim of the QWL is attaining company performance.

**CONCLUSION**

The study concludes that quality of work-life balance plays an important role in improving employee satisfaction, productivity, and organizational performance. The findings reveal that employees in Rich Dairy Products (India) Private Limited are moderately satisfied with workplace facilities, supervisor support, safety measures, and work environment. Proper work-life balance policies, employee welfare measures, and supportive management practices help employees perform effectively and reduce work-related stress. The study also suggests that improving training, promotional opportunities, and employee welfare activities can further enhance employee morale and organizational growth.

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