

Impact of Work-Life Balance on Job Satisfaction and Its Influence on Consumer Preference towards Organic Food Products in Chennai City

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ABSTRACT

In today's fast-paced urban lifestyle, maintaining a healthy work-life balance has become increasingly important, not only for employee well-being and job satisfaction but also for influencing personal choices, including dietary habits and the interrelationship between work-life balance, job satisfaction, and consumer preference for organic food products among working individuals in Chennai City. As awareness regarding health and sustainable living grows, there is a noticeable shift in consumer behaviour, particularly toward organic food consumption. The study hypothesizes that individuals with a better work-life balance experience higher levels of job satisfaction and are more inclined toward health-conscious consumption, reflected in their preference for organic products.

The study involving both quantitative and qualitative analyses a structured questionnaire was distributed to 600 respondents employed in various sectors within Chennai, capturing data on their work-life balance experiences, job satisfaction levels, and purchasing behaviour related to organic food. Descriptive statistics, correlation analysis, and regression models were applied to understand the relationships among the variables. The findings reveal a significant positive correlation between work-life balance and job satisfaction, and a subsequent influence on organic food preferences. Respondents reporting higher work-life balance were more likely to be aware of the benefits of organic food and willing to invest in healthier food options. This suggests that professional satisfaction can indirectly promote healthier lifestyle choices also factors such as income, education level, and family responsibilities as moderating variables.

Keywords: *Work-Life Balance, Job Satisfaction, Consumer Behaviour, Organic Food, Urban Lifestyle.*

1. INTRODUCTION

In the context of rapid urbanization and evolving work culture, the concept of work-life balance (WLB) has gained significant prominence in discussions surrounding employee well-being, productivity, and quality of life. Particularly in metropolitan cities like Chennai, professionals across sectors often face demanding schedules, high workloads, and extended working hours, leading to challenges in balancing personal and professional responsibilities. This imbalance not only affects the emotional and physical well-being of employees but also has a direct bearing on job satisfaction and, in many cases, leads to stress-induced lifestyle changes.

Job satisfaction, a critical factor in employee retention and organizational success, is increasingly influenced by non-monetary aspects of employment, such as flexibility, time management, and supportive work environments. Employees with a healthy work-life balance are likely to experience higher levels of motivation, reduced burnout, and a stronger sense of fulfilment in both their professional and personal lives. This improved job satisfaction may also extend its influence beyond the workplace, particularly in the realm of consumer behavior and lifestyle choices.

Simultaneously, urban consumers are demonstrating an increased awareness of health, nutrition, and sustainable consumption, as reflected in the growing demand for organic food products. Organic food, perceived as a healthier and environmentally friendly alternative to conventional food, has become a lifestyle choice among health-conscious individuals. In Chennai, where the urban middle and upper-middle classes are rapidly adopting wellness-focused habits, consumer preference for organic food products is steadily rising. However, there is limited research examining the potential link between an individual's work-life experience and their consumption patterns, particularly in relation to organic food. Work-

life balance impacts job satisfaction, and how both variables influence consumer preference toward organic food products in Chennai City.

2. OBJECTIVES OF THE STUDY

To examine the relationship between work-life balance and job satisfaction among employees working in various sectors in Chennai City.

To analyse how job satisfaction influences consumer behaviour, particularly the preference for organic food products, among working professionals.

To identify the demographic and occupational factors (such as age, income, gender, and work environment) that moderate the relationship between work-life balance, job satisfaction, and organic food consumption preferences.

3. STATEMENT OF THE PROBLEM

In today's dynamic and demanding work environment, especially in metropolitan cities like Chennai, professionals are often faced with the challenge of maintaining a balance between their personal and professional lives. Long working hours, tight deadlines, and high performance expectations have significantly increased workplace stress, leading to deteriorating work-life balance (WLB). This imbalance not only affects the emotional and psychological health of employees but also negatively impacts their job satisfaction, leading to decreased productivity, motivation, and in some cases, higher attrition rates.

Simultaneously, there has been a noticeable shift in consumer behaviour, particularly in urban areas, where people are becoming increasingly health-conscious and are seeking healthier lifestyle alternatives. One such trend is the growing preference for organic food products, which are perceived as safer, healthier, and more environmentally sustainable. This shift is often linked with an individual's awareness of personal well-being and lifestyle choices.

There is a lack of research that connects these two domains the internal work environment and external lifestyle behaviour. While several studies have independently examined work-life balance, job satisfaction, and organic food consumption, very few have attempted to explore the interrelationship between them. Specifically, it remains unclear whether a positive work-life balance and high job satisfaction can influence an individual's tendency to make health-conscious consumer choices, such as preferring organic food.

In the context of Chennai a rapidly urbanizing city with a growing middle class and increasing health awareness this study seeks to address a critical research gap. It investigates whether employees with better work-life balance and higher job satisfaction are more likely to adopt conscious and healthy consumption patterns. Furthermore, it examines how demographic factors such as age, gender, income, and occupational sector might moderate these relationships.

4. RESEARCH METHODOLOGY

Research methodology is structured process which usually encompasses the procedure followed in conducting the research study. In this chapter we have discussed the methodology adopted in the research and describe the data. It includes research design, research approach, questionnaire design, systematic approach to questionnaire development, pilot study, source of data, sampling framework, hypothesis of the research, data processing and statistical tools techniques used for data analysis.

PILOT STUDY

Prior to the final data collection after the development of a questionnaire, the pre-testing of the questionnaire was done through pilot testing.

SOURCE OF DATA

The present study is based on primary as well as secondary data for the accomplishment of the research objective. Primary data is collected with the help of a structured close-ended questionnaire.

SAMPLE SIZE

Initially the sample size taken up to carry out the study was 600. All the questionnaires were given to the respondents for responses. However, 60 questionnaires were received incomplete and hence were discarded. So, a total of 540 (298 males and 242 females) respondents were included in the study.

PERIOD OF STUDY

The period of this study was from 2024 to 2025 in Chennai.

TOOLS TECHNIQUESUSED FOR DATA ANALYSIS

Data analysis is of the process of research that brings an order, a structure and a meaning to the data gathered by using primary data instrument - questionnaire. The data analysis is carried out with the purpose of getting a usable and useful information through the analysis of data by using various descriptive and inferential statistical tools like percentage, mean analysis,

independent sample-t- test, ANOVA, correlation, regression, exploratory factor analysis and structural equation model.

TABLE – 1 DEMOGRAPHIC PROFILE OF MILLENNIAL GREEN CONSUMERS

VARIABLES	OPTIONS	FREQUENCIES	(%)
Gender of Millennial Green Consumers	Male	298	55.20
	Female	242	44.80
Marital Status of Millennial Green Consumers	Married	342	63.30
	Unmarried	198	36.70
Qualification of Millennial Green Consumers	School / Diploma	179	33.10
	UG / PG	286	53.00
	Professional / Ph.D.	75	13.90
Monthly Family Income (INR) of Millennial Green Consumers	Upto Rs.50,000	177	32.80
	Rs.50,001 – Rs.1,00,000	226	41.90
Type of Customer (Occupation) of Millennial Green Consumers	Salaried	237	43.90
	Business / Professional	118	21.90
	Student	83	15.40
	Home maker / Retired	102	18.90

Primary Data Source

5. INFERENCE

The table 1 provides the information relating to the demographic profile of the millennial green consumers with respect to fast-moving consumer goods (FMCGs) in Chennai district.

OCCUPATION OF MILLENNIAL GREEN CONSUMERS

In terms of occupation of the millennial green consumers, 43.90% (237) of them belong to salaried job. 21.90% (118) of them are doing business and are professionals. 18.90% (102) of the millennial green consumers are home-makers / retired persons and remaining 15.40% (83) of them are students.

PURCHASE/USAGE PATTERN OF GREEN FAST-MOVING CONSUMER GOODS (FMCG)

TABLE 2 KIND OF GREEN FMCG DID YOU BUY AND USE MOSTLY

VARIABLES	FREQUENCIES	(%)
Home Care Products - Cleaning Items (Toiletries, etc.)	368	68.10
Home Care Products - Washing Items (Detergents, etc.)	340	63.00

Home Care Products - Kitchen Essentials (Dish washes, etc.)	240	44.40
Personal Care Products - Skin Care Products (Cosmetics, etc.)	384	71.10
Personal Care Products - Dental/Oral Care Products	446	82.60
Personal Care Products - Haircare/Makeup items	398	73.70
Health Care Products - Pharmacy items (Pain balm, etc.)	408	75.60
Health Care Products - Herbal Soaps / Syrups / Medicines, etc.	417	77.20
Food and Beverages - Organic Groceries & Staples	285	52.80
Food and Beverages - Beverages/Drinks (cool/hot drinks)	212	39.30
Food and Beverages - Packaged foods (snacks, etc.)	115	21.30

Primary Data Source

6. INFERENCE

The table 2 provides the information relating to the kind/type of green fast-moving consumer goods (FMCG) purchased and used mostly (in each of the four broad categories) by the millennial consumers in Chennai district.

From the above table, it is inferred that out of three types of home care products, cleaning items (toiletries, etc.) Are the most purchased (368, 68.10%) green fast-moving consumer goods and kitchen essentials (dish washes, etc.) Are the least purchased (240, 44.40%) green fast-moving consumer goods when compared with others.

From the above table, it is inferred that out of three types of personal care products, dental/oral care products are the most purchased (446, 82.60%) green fast-moving consumer goods and skin care products (cosmetics, etc.) Are the least purchased (384, 71.10%) green fast-moving consumer goods when compared with others.

From the above table, it is inferred that out of three types of health care products, herbal soaps / syrups / medicines, etc. Are the most purchased (417, 77.20%) green fast-moving consumer goods and health drinks (Horlicks, etc.) Are the least purchased (276, 51.10%) green fast-moving consumer goods when compared with others.

PURCHASE/USAGE PATTERN OF GREEN FAST-MOVING CONSUMER GOODS (FMCG)

TABLE 3 PURCHASE/USAGE PATTERN OF GREEN FAST-MOVING CONSUMER GOODS (FMCG)

VARIABLES	OPTIONS	FREQUENCIES	(%)
Knowledge about Green Fast-Moving Consumer Goods (FMCG)	Family & Relatives	77	14.30
	Friends/Colleagues/Neighbours	149	27.60
	By visiting Stores	109	20.20
	Offline Advertisement	12	2.20
	Online/Social Media Advertisement	103	19.10
	Sales person	67	12.40
	Awareness Programs (Seminars, etc.)	23	4.30
Type of Green	Branded	371	68.70

FMCG purchased / used generally	Unbranded (Home-made)	109	20.20
	Both	60	11.10
Period of Buying / Using Green FMCG	Up-to 5 Years	228	42.20
	6 – 10 Years	255	47.20
	More than 10 Years	57	10.60
Place of Buying Green FMCG mostly	Offline Stores/Shops	349	64.60
	Online Stores/Shops	147	27.20
	Both	44	8.10
Frequency of Purchase of Green FMCG	More than once in a week	222	41.10
	Monthly once	289	53.50
	More than once in a month	29	5.40

7. PRIMARY DATA SOURCE INFERENCE

The above table 3 provides the information about the purchase /usage pattern of millennialconsumers with respect to green fast-moving consumer goods (FMCG) in Chennai district.

KNOWLEDGE ABOUT GREEN FAST-MOVING CONSUMER GOODS

Friends/colleagues/neighbors (149, 27.60%), visiting stores (109, 19.10%) and online/socialmedia advertisements (103, 19.10%) are the top three most knowledge sources about green fast- moving consumer goods (FMCG) and sales person (67, 12.40%) awareness programs such as seminars, etc. (23, 4.30%) and offline advertisement (12, 2.20%) are the top three least knowledgesources about green fast-moving consumer goods (FMCG) when compared with others.

LEVEL OF AWARENESS ON GREEN FAST-MOVING CONSUMERGOODS (FMCG)

DESCRIPTIVE STATISTICS – MEAN ANALYSIS

TABLE 4 LEVEL OF AWARENESS ON GREEN FAST-MOVINGCONSUMER GOODS (FMCG)

Descriptive Statistics

VARIABLES	N	Mean	SD
The various benefits of green FMCG for health andenvironment.	540	4.03	1.080
Various symbols/certifications/other identifiers, which declare the product as green FMCG.	540	3.59	1.061
Availability of various brands offering green FMCG.	540	3.56	1.082

Various special features (Chemical-free, Re-cyclable, Notharming the health, etc.) of green FMCG.	540	3.82	1.226
The place of purchase (offline/online stores) of greenFMCG.	540	3.50	1.376
Level of awareness on green Fast-moving consumer goods	540	18.50	5.200

Source: Primary Data

8. INFERENCE

The table 4 provides the information relating to the level of awareness of millennial consumers on green fast-moving consumer goods (FMCG). From the above table it is inferred that the millennial consumers have more level of awareness about green fast-moving consumer goods in case of the variable – the various benefits of green facings for health and environment ($m = 4.03$) when compared with others. The millennial consumers have lesser level of awareness about green fast-moving consumer goods in case of the variable the place of purchase (offline/online stores) of green FMCG ($m = 3.50$) when compared with others.

From the above table, it is also inferred that the level of awareness of millennial consumers about the green fast-moving consumer goods is above the average level since all mean value of the variables are above 3.50 (70%) out of 5.

The mean value of the overall level of awareness of millennial consumers about the green fast-moving consumer goods is 18.50, which is 74% ($18.50 / 25 \times 100$). This indicates that the level of awareness of the millennial consumers about green fast-moving consumer goods is above 74% which is above the average level.

CONCLUSION

This study explored the interconnectedness between work-life balance, job satisfaction, and consumer preference for organic food products among working professionals in Chennai City. In a rapidly urbanizing and professionally competitive environment like Chennai, maintaining a healthy work-life balance has become increasingly vital for ensuring both organizational effectiveness and individual well-being. The findings of this research clearly indicate that employees who report a better balance between their personal and professional lives tend to exhibit higher levels of job satisfaction.

Moreover, the study reveals a notable link between job satisfaction and health-conscious consumer behaviour, particularly the preference for organic food products. Individuals who are satisfied with their jobs are more likely to adopt healthier lifestyles, including the consumption of organic food. This preference is often driven by increased awareness, better stress management, and a desire for quality living all of which are influenced by a positive work environment and supportive organizational culture and the moderating effect of various demographic and occupational factors such as age, gender, income, and employment sector. These variables influence the strength of the relationships among work-life balance, job satisfaction, and organic food consumption, suggesting the need for a more personalized and inclusive approach in both workplace policies and marketing strategies.

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