

ABSTRACT

Work-life balance is essential for achieving work satisfaction and maintaining optimal work performance, particularly for women who manage both professional and personal responsibilities. A well-balanced life reduces stress, enhances productivity, and fosters a positive outlook towards work. Women in fields such as police, medicine, construction, IT, and even the driving sector where their presence has significantly grown over the past decade, face unique challenges but continue to make strides in managing work-life balance. Family and customer support play a vital role in this journey. Family support provides emotional stability and helps women manage household responsibilities alongside their careers. On the other hand, customer support in professions like commercial driving fosters a positive work environment, encouraging women to stay motivated and excel in their roles. Together, these forms of support enable women to achieve better work satisfaction, sustain high work performance, and contribute meaningfully to their chosen field.

The study aims to identify the motivational factors influencing women to choose commercial driving and examine the relationships between work-life balance, work satisfaction, and work performance while also investigating the role of customer and family support in shaping these relationships. Additionally, the study aims to analyze the unique challenges faced by women in this profession. Adopting a descriptive methodology, data were gathered from 213 self-employed women commercial drivers in Coimbatore district operating three- and four-wheelers through structured interviews and surveys. The study was conducted during 2022-2024. A mixed-method approach, supported by statistical tools such as Correlation, Multiple Regression Analysis, Path Analysis, Moderation Analysis using Smart PLS, Factor Analysis, and MANOVA, and the results provided a comprehensive understanding of their experiences.

The study's findings reveal that women are primarily motivated by better income opportunities, driving as passion, and work flexibility. A positive correlation was established between work-life balance, work satisfaction, and work performance. Women commercial drivers face significant challenges, viz., workplace issues, family and financial issues, work nature issues, personal stress, and customer nuisance. Conflicts with male colleagues further add to their struggles, emphasizing the need for better support and

improved conditions. Family and customer support played a moderating role in the relationship between work-life balance, work satisfaction, and work performance. Aligned with Social Exchange Theory, supportive relationships reduce stress, foster motivation, and improve outcomes for women drivers. These insights underscore the importance of equitable compensation and robust support systems to enhance outcomes for women in this field, that promote inclusivity and sustainability within the transportation sector.

Keywords: Work-life balance, Work satisfaction, Work performance, Social Exchange Theory, Customer support, Family support, Women commercial drivers, Road Transportation sector