



WORK-FAMILY BALANCE, PSYCHOLOGICAL WELL-BEING, AND JOB SATISFACTION IN FREELANCERS

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Abstract

The present study aimed to examine the work-family balance, psychological well-being, and job satisfaction in freelancers. The Entire sample consisted of 301 freelancers, recruited through convenience sampling. Cross sectional research design was used for investigation. Research instruments used in the current study were Satisfaction with Work-Family Balance (SWB), General Health Questionnaire-12 (GHQ-12), and Overall Job Satisfaction Scale (OJS). Findings of the correlation highlighted a significant correlation between work-family balance, psychological well-being, and job satisfaction. It was revealed that no significant difference exists in the level of job satisfaction in female and male freelancers. Working hours significantly affected the job satisfaction in freelancers and the results disclosed that freelancers working for 4-5 hours were more satisfied with their freelance work than the other two groups. Furthermore, it was found that job satisfaction is predicted by both psychological wellbeing and job satisfaction in freelancers. It was also found that psychological wellbeing also mediates the relationship between work family balance and job satisfaction. This study offers a comprehensive view of how these three variables are interconnected.

Key words: Psychological well-being, Freelancing, Work-life balance, Job satisfaction, Freelancer.

Introduction

In this period of modern employment, the rise of freelancing has caused a change in basic assumptions, offering individuals unprecedented flexibility and autonomy in their professional activities. Freelancers have been described as individuals who undertake supplemental, temporary, or project-based work. This characterization highlights their engagement in various forms of non-permanent employment, often working on a contract basis for different clients or projects [1]. Freelancers are entrepreneurs who can also be employed by companies to work on specific projects for specific time periods. In today's time, there has been a change in working patterns of

individuals. More people are choosing to work as freelancers because it is a more flexible and affordable choice than traditional jobs. Over 3 million people in Pakistan are working online, and this number is expected to grow because of its time saving and work-freedom capabilities [2]. This shift brings with it its own set of challenges and opportunities. Gig workers, also known as freelancers, are independent contractors who typically take on short-term contracts for various clients [3].

Two crucial aspects of most people's lives are work and family. Work-family balance is defined as how well a person is both equally involved in both roles at home and at work settings and how well he can maintain the balance between these two roles [4]. In addition, another research found that employees face problems such as low job satisfaction and high stress due to imbalance between private and professional life. Additionally, the domains of work and family pose considerable stressors for employees, causing them to struggle with meeting the demands of both areas competently [5].

The dynamic makeup of work and family roles has evolved over time. Modern humans encounter a diverse array of daily obstacles, often resulting in a precarious equilibrium between their professional and personal spheres. This lack of balance can detrimentally affect both their performance at work and their personal lives. To attain job satisfaction and good mental health it is important to create a proper balance between one's job, family and managing multiple tasks effectively and efficiently at home and work [6]. However, the chances of an imbalance in the work-family balance cycle among gig workers are quite common because they mostly work at nighttime. This work schedule disturbs their sleeping pattern and thus it overall affects their family time because they prefer sleeping during the day to managing work at night. Work-family conflict occurs when there is no balance between work and personal demands. Personal demands include family time, social time, and leisure time [7]. The role of WFB has become particularly significant in the context of freelancers, where the boundaries between personal and professional life can often become blurred. For freelancers, finding a balance between work commitments and personal life can be difficult because work schedules are fluid and there are no clear boundaries. The extent to which freelancers keep a healthy boundary between their work and family can impact their well-being and job satisfaction.

Psychological well-being refers to the overall effectiveness of an individual's mental functioning as perceived through their subjective experiences [8]. According to General Health Questionnaire-12 (GHQ-12), it refers to an individual's mental state and the absence of mental problems including stress. This concept of psychological well-being, which encompasses emotional, social, and psychological aspects, is of the utmost importance in understanding an individual's overall mental health. Freelancers, being independent and often isolated in their professional lives, may face unique stressors that affect their psychological health. The flexibility that comes with freelancing may offer a sense of freedom and independence, but it can also lead to stressful feelings of loneliness, instability, and insecurity.

Job satisfaction is defined as the outcome of various job and workplace factors that enable employees to feel rewarded, fulfilled, and satisfied, or alternatively, to experience frustration and discontent. Freelancers have the freedom to choose their projects and working hours. However, the lack of traditional job security and fluctuations in income can impact overall job satisfaction [9].

Income is the money received from multiple sources, including wages, salaries, freelancing fees, and small business earnings, which is used to cover daily expenses [3]. Income plays a key role as it affects freelancers' job satisfaction because looking at the current situation of Pakistan, one can say that earning a good amount of money is necessary for survival in any sector, so it is equally important in the profession of freelancers.

Job Demands Resources Model

The Job Demands-Resources (JD-R) Model suggests that job demands, including workload and time pressure, can affect the wellbeing of an employee and his job. Moreover, this model suggests

that job resources covering social support and autonomy can affect an employee's well-being and his job. For gig workers, work-family balance can be viewed as a resource that aids in managing job demands, thereby enhancing psychological well-being and job satisfaction [10]. For freelancers, high job demands such as tight deadlines or high workloads can cause stress which will impact the whole psychological well-being. Contrarily, job resources like autonomy, social support, and skill variety can enhance job satisfaction and well-being. Balancing demands and resources are crucial for maintaining psychological health and job satisfaction. By combining these theoretical perspectives, it supports the aim of the current study to explore the association between the defined variables.

Rational

In Pakistan, the gig economy is becoming increasingly popular. The gig economy encompasses diverse jobs like content writing, food delivery, data entry, graphic designing, driving, programming, and freelancing catering to varied labor needs. Freelancing, or gig work, is the word for labor hired and paid for brief periods of time, usually through an external labor market, for companies or individual clients [11]. As the number of freelancers increases, it is important to investigate the psychological health of freelancers, how they balance work and family, and how satisfied they are with their profession. There is a lack of research on a freelancer's psychological well-being in Pakistan. Despite the growing importance of freelance work in Pakistan, a significant research gap exists regarding the complex relationship between WFB, PWB, and JS in this context. Moreover, there is even little research done on these three variables together. Existing literature primarily focuses on traditional employment structures, leaving gaps in our understanding of how the distinct characteristics of freelancing influence freelancer psychological well-being. Furthermore, there is limited research addressing the specific challenges including workload, lack of job security, irregular income, payment delays, internet connectivity and limited legal protections faced by Pakistani freelancers in maintaining a healthy balance between work life and family life given the unique nature of their work arrangements.

In collectivist cultures like Pakistan, there is often an expectation for males to be the sole earners, placing pressure on them to provide financially for their families. This expectation can influence men to pursue freelancing to meet traditional breadwinner roles while allowing flexibility. However, freelancing can also present challenges such as irregular income and job insecurity, which may conflict with the societal expectation of providing stable support.

Additionally, patriarchal norms may influence the types of freelance work pursued by males, potentially limiting opportunities in certain industries or fields traditionally dominated by men. So, it is significant to conduct this research to create awareness.

Hypothesis

1. There will be a relationship between work family balance, psychological well-being, and job satisfaction in freelancers.
2. Work-family balance and psychological wellbeing will predict job satisfaction in freelancers.
3. There will be a difference in level of job satisfaction in female and male freelancers.
4. There will be a difference in the level of job satisfaction for types of freelancers (content writers, data entry, graphic designer, and others) in freelancers.
5. The level of job satisfaction in freelancers will vary based on the number of working hours.
6. Psychological well-being will mediate the relationship between work-family balance and job satisfaction in freelancers.

Method

Participants

The current research design was correlational in nature. This study's sample size consisted of 301 individuals working as a freelancer, age range 20-49 years recruited through convenience sampling.

Freelancers including content writers, data entry, graphic designers and others were recruited through Facebook groups of freelancers.

Inclusion

The sample consisted of individuals both students and job holders working as part-time freelancers in Pakistan age rang 20-49. Content writers, data entry workers, graphic designers and others were included. Single and married freelancers who could read and write English were recruited in the sample.

Exclusion

Individuals diagnosed with any medical or psychological issues and freelancers with less than 1 year of experience were excluded.

Material and Measures

Demographic information

This section consisted of questions about participants' age, education, earnings, gender, years of experience, working hours, sleep hours, marital status, and type of freelancing etc.

Satisfaction with work-family balance scale (SWFB)

The Satisfaction with Work-Family Balance Scale (SWFB), designed to assess individual satisfaction with balancing work and family responsibilities, consisted of a concise 5-item questionnaire used in this study. This scale can be used for both married and unmarried samples [12]. Each item was measured on a 5-point Likert scale. The range was from 1 to 5 where '1' indicated very dissatisfied and '5' indicated very satisfied. The maximum score was 25 and the minimum score was 5. The score of 25 indicated a higher level of satisfaction with work-family balance whereas, a score of 5 referred to lower satisfaction. The reliability coefficient for this scale was reported as 0.93.

General Health Questionnaire-12 (GHQ-12)

The General Health Questionnaire-12 (GHQ-12), developed by Goldberg and Williams [13] was used to measure psychological wellbeing. It involved a Likert scale of 12 items used to measure both the positive and negative elements of mental health. Item 6,7,10,11,12 was positive while, item 1,2,3,4,5,8,9 were negative statements. The scale ranged from 0-3 where "0" referred to Often "1" referred to Sometimes, "2" meant Seldom, and "3" referred to Never. The range of the scores started from 0 to 36. The higher scores referred to significant mental distress. A cutoff score of 12 was used to indicate potential mental health issues. The reliability of GHQ-12 was .88 which made this scale a reliable tool for measuring psychological wellbeing [14].

Overall Job Satisfaction Scale (OJS)

To measure job satisfaction, a 6-item overall job satisfaction scale by Brayfield and Rothe [15] was used. This 5-point Likert scale assessed the overall job satisfaction. The scale range was from 1 to 5, where '1' indicates strongly disagree and '5' indicates strongly agree.30 was the maximum score on this scale with a minimum score of 6. The maximum score referred to higher job satisfaction while, the minimum score referred to lower job satisfaction. The coefficient alpha values range from .83 to .90 for the six-item version of this scale, indicating high reliability. This sets up the scale as a valid and dependable instrument for measuring job satisfaction.

Procedure

With the help of the relevant Institutional review board (IRB) of the University the ethical approval was obtained. Researchers prioritized participant welfare, informed consent, confidentiality, and data protection throughout the research process. Freelancers including content writers, data entry experts, graphic designers, and others, were recruited through Facebook groups. Potential participants received comprehensive information regarding the study's goals, methodologies,

potential risks, and advantages. Consent was acquired from all participants after ensuring they fully understood the details.

A questionnaire was created using Google forms and an online questionnaire was circulated on social media platforms. The questionnaire consisted of validated scales designed to assess the variables. Participants responded to items on the survey based on their experiences as freelancers in Pakistan. They rated their agreement with statements related to each variable including WFB, PWB, and JS using Likert scales. Confidentiality and anonymity were guaranteed to the participants. Measures were taken to ensure that participant data is stored securely and accessed only by authorized researchers.

Statistical Measure

The Statistical Package for the Social Sciences (SPSS-21) was used to analysis the collected data and Hayes's Process Macro version 4.1. Initially, descriptive statistics such as means, frequencies, and standard deviations, were calculated. The significance level was set at $\alpha = 0.05$ for this study. Inferential statistics included Pearson product-moment correlation, multiple regression analysis, independent sample t-tests, and mediation analysis.

Results

Table 1 displays the participants' demographic characteristics. The psychometric properties are presented in the next table. The correlation between work family balance, psychological well-being, and job satisfaction is presented in table 3. Similarly, regression analysis is represented in table 4. Table 5 illustrates the disparity in job satisfaction levels between male and female freelancers. Table 6 represents the Anova results, followed by mediation analysis in table 7.

Table 1 *Demographic characteristics of participants.*

Demographics	Full Sample			
	n	%	M	SD
Gender				
Male	171	56.8		
Female	130	10		
Years of experience				
2-3 years	201	66.8		
4-5 years	59	19.6		
6-7 years	41	13.6		
Age			27.3	4.9
Marital Status				
Single	227	75.4		
Married	74	24.6		
Education				
Matric	30	10		
Bachelor	185	61.5		
Masters	86	28.6		
Earning per month				
Less than 30,000	99	32.9		
30,000-49,000	74	24.6		
50,000-69,000	41	13.6		
70,000-100,000	54	17.9		
More than 100,000	33	11		
Type of freelancing				

Content writing	106	35.2
Data entry	63	21.6
Graphic designing	66	21.9
Others	64	21.3
Working hours		
2-3 hours	87	28.9
4-5 hours	116	38.5
6-7 hours	98	32.6
Sleeping hours		
Less than 5 hours	45	15
5-6 hours	103	34.2
6-7 hours	111	36.9
8-9 hours	42	14

The study analyzed a sample of 301 freelancers, comprising 130 females and 171 males. Educationally, 10% held Matric degrees, 62% possessed bachelor's degrees, and 29% had attained master's degrees.

Regarding types of freelancing, 35% were involved in content writing, 22% in data entry, 22% in graphic design, and 21% in various other fields such as data analysis. Work hours varied, with 29% working 2-3 hours daily, 39% working 4-5 hours, and 33% working 6-7 hours. Income distribution showed 33% earned less than 30,000 Rupees monthly, 25% earned 30,000-49,000 Rupees, 14% earned 50,000-69,000 Rupees, 18% earned 70,000-100,000 Rupees, and 11% earned over 100,000 Rupees.

Sleep patterns revealed 15% slept less than 5 hours, 34% slept 5-6 hours, 37% slept 6-7 hours, and 14% slept 8-9 hours daily. Lastly, marital status indicated 75% were single while 25% were married among the participants.

Table 2 Psychometric properties for Work-family balance, psychological well-being, and Job satisfaction

Scale	M	SD	Range	Cronbach's alpha
SWFB	17.18	4.46	5-25	0.83
GHQ-12	15.30	5.71	7-30	0.65
OJS	21.74	4.52	1-43	0.71

Note. (n=301)

Reliability coefficients for all variables were satisfactory. Cronbach alpha for Work family balance was good at .83, for psychological well-being Cronbach alpha was average at .65. Cronbach alpha for Job satisfaction is .71 which is satisfactory. Overall, Cronbach alpha of the instruments employed in this study shows that the current sample is reliable and valid.

Table 3 Correlation between work family balance, psychological well-being, and job

Variable	n	M	SD	1	2	3	4
1.WFB	301	17.1	4.46	-			
2.PWB	301	15.3	5.71	-.32**	-		
3.JS	301	21.4	4.52	.36**	-.36**	-	
4.Age	301	27.3	4.9	.03**	-.09**	-0.03**	-

Note. * $p < .05$. ** $p < .01$.

To investigate the correlation among work-family balance, psychological well-being, and job satisfaction in freelancers, a Pearson product-moment correlation analysis was performed. According to the results, a significant negative correlation was found between age and job satisfaction ($r = -.03$, $p < 0.001$). Results showed Job satisfaction has statistically significant positive correlation with work family balance ($r = .36$, $p < 0.001$). Furthermore, there is a significant negative

correlation between job satisfaction and psychological wellbeing ($r = -.36, p < 0.001$). Thirdly, there is a statistically significant negative correlation between work-family balance and psychological well-being. ($r = -.32, p < 0.001$). Result showed that age has statistically significant positive correlation with work family balance ($r = .03, p < 0.0001$). Moreover, age has statistically significant negative correlation with and psychological wellbeing ($r = -.09, p < 0.001$).

Table 4 Gender differences in Job satisfaction.

Variable	Male		Female		t(301)	p	95% CI		Cohen's d
	M	SD	M	SD			LL	UL	
JS	22	4.6	21	4.3	(-2.2)	0.28	-2.1	-.12	0.0014

Note. ($p > .001$)

To assess the gender differences in job satisfaction, an independent sample t-test was run. No significant difference was found in job satisfaction between females ($M = 21.06, SD = 4.343$) and male freelancers ($M = 22.22, SD = 4.60; t(301) = -2.207, p = 0.28$).

Table 5 Regression Coefficients of Work family balance, psychological wellbeing, and Job satisfaction

Variables		Model 1		
		B	β	SE
Constant		20.18		1.3
WFB		.281	.277	0.056
PWB	R^2	-.214	-.270	0.43
		0.193		

Note. $N = 301$. * $p < 0.05$. ** $p < 0.01$.

To predict job satisfaction while considering work family balance and psychological wellbeing as predictors in freelancers, a standard multiple regression was used. Results revealed that the model was significant ($F_{(2,298)} = 36.881, p < 0.001$). The table above showed a variance of .193, signifying that the model incorporating work-family balance and psychological well-being accounts for 19% of the variance in job satisfaction. Additionally, the findings revealed that work-family balance and psychological well-being each contributed 27% to the model.

Table 6 One -way Anova analysis of type of freelancing on job satisfaction. ($N = 301$)

Variable	Content Writing		Data Entry		Graphic designing		Others		$F_{(3,297)}$	p	η^2
	M	SD	M	SD	M	SD	M	SD			
JS	22	4.3	21.1	4.62	21.94	5.147	21.6	4.0	0.49	0.68	0.0005

To analysis the impact of diverse types of freelancing on job satisfaction, one-way between-subjects ANOVA was run. The results showed no statistically significant effect of freelancing on job satisfaction ($F_{(3,297)} = 0.490, p > .005$, partial $\eta^2 = .005$).

Table 7 One -way Anova analysis of working hours on job satisfaction. ($N = 301$)

Variable	2-3 hours		4-5 hours		6-7 hours		$F_{(3,297)}$	p	η^2	Post-Hoc
	M	SD	M	SD	M	SD				
JS	20.3	4.16	22.3	4.7	22.2	5.78	0.003	0.37	0.0005	2>3>1

One-way between subjects Anova was conducted on the working hours and job satisfaction. The results indicated a statistically significant effect of the working hours on job satisfaction ($F_{(2,298)} = 5.788, p < .005$, partial $\eta^2 = .03$). Employing the Bonferroni post-hoc test, significant difference was found between 2-3 hours and 4-5 hours ($p < 0.0005$). There was no significant difference between 2-

3 working hours and 6-7 working hours ($p=.012$) or between the 4-5 working hours and 6-7 working hours ($p=1$).

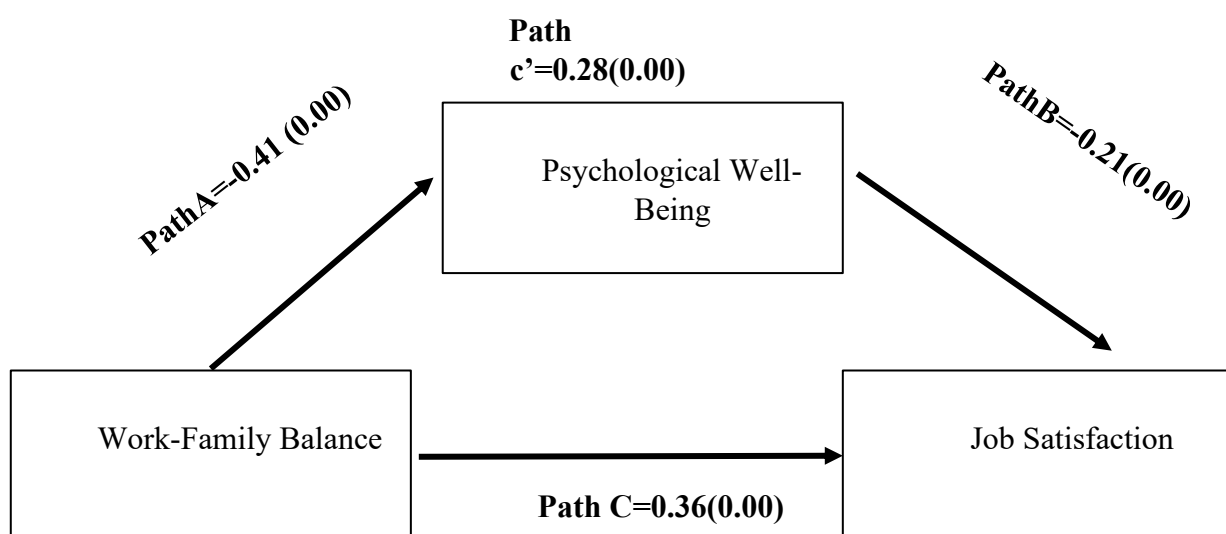
Table 8 Mediating effect of psychological well-being between Work-family balance and Job satisfaction.

Variable/Effect	B	SE	t	p	95% CI	
					LL	UL
WFB-PWB	-0.04	0.70	-5.90	0.00*	-0.55	-0.27
PWB-JS	-0.21	0.43	-4.93	0.00*	-0.29	-0.12
WFB-JS	0.28	0.55	5.06	0.00*	0.17	0.39
Effects						
Direct	0.28	0.55	5.06	0.00*	0.17	0.39
Indirect	0.08	0.02			0.04	0.14
Total	0.36	0.05	6.77	0.00*	0.26	0.47

Note. * $p>0.05$

The study examined the role of the mediator (psychological well-being) in the relationship between work-family balance and job satisfaction in freelancers. Findings revealed that path A (Work family balance to psychological well-being) ($B= -0.04$, $p=0.00$) and path B (psychological well-being to job satisfaction) ($B= -0.21$, $p=0.00$) both are statistically significant. Moreover, a significant direct effect of work family balance and job satisfaction was found ($B=0.28$, $p=0.00$). The total effect is also significant ($B=0.36$, $p=0.00$). Hence the direct and indirect pathways are significant which represents partial mediation.

Visual representation of Mediation Analysis



Discussion

A relationship between WFB, PWB and JS in freelancers was hypothesized in this research study. A statistically significant negative correlation was found between psychological well-being and job satisfaction. This finding was consistent with results from prior research [16] which examined this relationship among Malaysian women. Additionally, the analysis revealed that a significant negative correlation exists between psychological well-being and work-family balance, aligning with similar findings by another research [17]. The result showed that age has statistically significant positive correlation with work family balance. Moreover, age has a statistically significant negative correlation with psychological wellbeing and job satisfaction.

The boundary theory supports the entire study as the boundary theory explores the boundaries between work and personal life and how individuals manage these boundaries so in case of

freelancers if they fail to maintain a balance between work and family life so their psychological well-being and job satisfaction suffers and this is further supported by the current study as the relationship between work-family balance, psychological well-being and job satisfaction are significant.

Moreover, according to the Job Resource Model, the current study concludes that if the job demands exist, including workload, deadlines, and client communication so it becomes difficult for freelancers to balance their work and family life. As a result, their well-being suffers, which further reduces their satisfaction. On the other hand, the significant relationship between the defined variables explains that job resources including social support and incentives help freelancers to manage their work and family life while maintaining their psychological well-being.

Furthermore, it was hypothesized that both WFB and PWB would predict the JS in freelancers. Results of multiple regression analysis confirmed this hypothesis, showing that both variables significantly predict job satisfaction. This finding is supported by studies [18] which demonstrated that work-family balance positively affects job satisfaction, it is also supported by another research by Sorensen [19] whose research found that JS is predicated by WFB through regression analysis. Moreover, Tsamurah's study [20] on psychological well-being and perceptions of the work environment also indicated that there is a significant association with job satisfaction of employees. The third hypothesis, which suggested a difference in job satisfaction levels between female and male freelancers, was rejected based on the findings that there is no significant difference in the levels of job satisfaction between male and female freelancers because now the government of Pakistan is making extreme efforts to create awareness of freelancing. The scope of freelancing is improving day by day as it permits people to earn their very own cash and they have the choice to select whatever freelancing task they are interested in e.g., web designing, content writing and graphic designing etc. It makes it easier for the women to take an equal part in this kind of work because it is easy for them to manage with household chores thus their level of job satisfaction is quite similar with man [21]. This finding is supported by Andrade [22], who conducted a study on job satisfaction and gender, it was concluded that between men and women, there are no significant differences in the degree of job satisfaction. He observed that societal changes and evolving gender roles have shifted from traditional expectations to more undifferentiated roles, potentially resulting in similar degrees of job satisfaction between men and women.

The fourth hypothesis estimating a variation in degree of job satisfaction for type of freelancers (content writers, data entry, graphic designer, and others) is rejected as the results revealed no significant effect of type of freelancing on job satisfaction. It might be possible because content writers, data entry experts, graphic designers and other freelancers share similar work conditions including working from home, setting personal schedules, and dealing with clients directly. This could lead to a similar level of job satisfaction across different freelancing types. Furthermore, there are certain financial aspects such as income stability and compensation methods which are critical determinants of job satisfaction. Freelancers across different fields face similar financial conditions which results in similar level of job satisfaction [23].

The fifth hypothesis suggests a difference in levels of in job satisfaction levels based on working hours, from the results a significant effect of working hours on level of job satisfaction in freelancers was identified which means that the hypothesis is accepted. Freelancers working for 4-5 hours were more satisfied with their job followed by 6-7 hours and 2-3 hours, respectively. Freelancers working for long hours (6-7 hours) were less satisfied than freelancers working for 2-3 hours, and it can be supported by a study in which it was concluded that long working hours adversely affect the job satisfaction of employees. This is possible because of several reasons including job strain, job insecurity and organizational culture [24].

The sixth hypothesis, stating that the relationship between work family balance and job satisfaction is mediated by psychological wellbeing, was supported by significant results. The findings indicated that path A (WFB-PWB) proved to be statistically significant. This outcome aligns with previous research such as that by Sanoveriana and Fourianalistyawati [25], which also established a connection between WFB and PWB.

Furthermore, analysis of path B, (PWB-JS), discovered a significant association. This finding corroborates studies like that of Isgor and Haspolat [26], which demonstrated a significant link between psychological well-being and job satisfaction. Also, both direct and indirect effects of work-family balance on job satisfaction were significant in this study. The results revealed that when there was an imbalance between work and family life, the mental distress was higher in freelancers as high score on psychological well-being referred to significant mental distress, which further reduced their job satisfaction. The direct relationship also reveals that the imbalance between work and family life results in low job satisfaction in freelancers.

Implications and recommendations

This study adds significant insights to the existing literature, offering valuable support and information for new researchers in the field. It addresses gaps and limitations in current literature, offering a solid foundation for further studies in the field. This resource will aid new researchers by furnishing comprehensive data and findings, reducing the barriers typically faced due to inadequate literature. This research will aid freelancers in enhancing their well-being. For instance, by identifying and addressing the unique challenges freelancers encounter in balancing professional and household responsibilities or family life, it will make the development of flexible work arrangements, mental health support resources, and tailored professional development strategies easy. The research would also alert freelancers to seek professional support and take good care of them along with their family. It will help the policy makers at the government level in crafting regulations and policies that better support the freelance workforce. This includes access to healthcare, social security benefits and legal protection that are typically unavailable to freelancers. This will help in improving their satisfaction with jobs and their well-being. In addition, this article will create awareness about the importance of balancing personal and work life with maintaining good well-being in freelancers which will help in addressing the issues related to the poor balance between personal and professional lives.

Future researchers should focus on the impact of technological advancements including AI and remote collaboration tools because technological changes are rapidly transforming the freelancing landscape, influencing how the work is conducted and managed. Moreover, the fluctuations in income can be explored with economic instability in terms of freelancer's financial well-being and job satisfaction. Furthermore, future studies can employ alternative sampling techniques such as simple random sampling and systematic sampling instead of convenience sampling. Future researchers can use measurement scales with better reliability for measuring constructs. In future, the researchers can focus on monitoring changes in work family balance among freelancers over time by conducting longitudinal studies.

Limitations

Quantitative research methodologies were used in the current study. Qualitative research approaches, such as in-depth interviews, can be used to better investigate the topic. The researcher found a gap in literature; therefore, more studies should be conducted in this area. This research lacks to address the changes over time in observing the association between the variables. Other factors, including economic shifts and technological advancements, may be present and affect the variables being examined. Income was asked in terms of Rupees, however; it should be asked in dollars for more reliable findings. Data gathering took place online using social media platforms including Facebook and LinkedIn, other platforms such as fiver and Up work were better options for data collection because these websites are primarily for freelance work. The validity and reliability of the Measurement tool used for psychological well-being was limited.

Conclusion

Due to the rising prevalence of freelancing in Pakistan, this research aimed to gather pertinent insights into the importance of maintaining a proper balance between work and family life because it leads the good well- being and satisfaction with job. The study investigated the relationships

among these variables and found that a significant correlation exists between WFB, PWB, and JS among freelancers. Interestingly, it was reported that the gender differences did not affect the level of job satisfaction in freelancers. However, working hours did have a notable impact; freelancers working 4-5 hours showed higher satisfaction compared to other groups. Moreover, it was concluded that both WFB and PWB predicted job satisfaction in freelancers. Specifically, the mediating role of psychological wellbeing was significant. Overall, this research provided comprehensive insights into how freelancers maintain a balance between personal and professional life. It gives a comprehensive view of their mental health and satisfaction with their jobs.

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