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A Study on Work Stress of IT Employees with Special Reference to Coimbatore District

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ABSTRACT: This study investigates work-related stress among IT professionals in Coimbatore District, focusing on factors like workload, work-life balance, job insecurity, and organizational culture. A structured questionnaire was used to collect data from employees. The findings suggest the need for effective workplace policies, stress management programs, and employee support systems to improve job satisfaction and reduce stress levels, contributing to the growing research on occupational stress in the IT sector.

KEYWORDS: The study explores the impact of work stress, work-life balance, job satisfaction, employee well-being, organizational culture, job pressure, workplace policies, mental health, and productivity on IT employees in Coimbatore District.

I. INTRODUCTION

The IT industry, a rapidly growing sector, is facing high levels of stress due to tight deadlines, long hours, job insecurity, and technological advancements. This study aims to explore factors contributing to work stress among IT employees in Coimbatore District, examining their impact on work-life balance, mental well-being, and job satisfaction. The research also assesses the effectiveness of existing strategies in managing stress and suggests improvements for a healthier work environment.

II. STATEMENT OF THE PROBLEM

Work stress in the IT sector is a major concern, affecting productivity, job satisfaction, and overall well-being. In Coimbatore District, employees face challenges in balancing professional and personal life, leading to mental and physical health issues. This study aims to identify stressors, assess their impact on job satisfaction, and evaluate existing stress management practices.

III. SCOPE OF THE STUDY

This study examines work-related stress among IT employees in Coimbatore District, identifying major stressors like workload, job insecurity, and organizational culture. It investigates its effects on job satisfaction, productivity, mental health, and overall well-being. The research uses primary and secondary data, assesses stress management strategies, and provides recommendations for improving workplace policies. The findings will help employers, HR professionals, and policymakers.

IV. OBJECTIVES OF THE STUDY

- To identify the key factors contributing to work stress among IT employees in Coimbatore.
- To examine the impact of work stress on the physical and mental health of IT employees.
- To analyze the relationship between work stress and job satisfaction among IT employees in Coimbatore.
- To provide recommendations for organizations to reduce work stress and enhance employee well-being in Coimbatore.

V. REVIEW OF LITERATURE

1. Arunachalam, R., & Palanivel (2021) investigated the impact of workload on job stress among IT professionals in Coimbatore. The study employed a quantitative approach, collecting data from 150 IT professionals through a questionnaire. The results revealed a significant positive correlation between workload and job stress, indicating that increased workload leads to higher job stress. The study also found that IT professionals with longer working hours and higher job demands experienced greater job stress. The study contributes to the understanding of the relationship between workload and job stress in the IT industry.

2. Kumar, S., & Rajan, P (2020) conducted a quantitative study to identify the stress factors influencing IT employees in Coimbatore. The study collected data from 200 IT employees through a questionnaire. The results revealed that the top stress factors influencing IT employees were workload, lack of job security, and poor work-life balance. The study also found that demographic factors such as age, gender, and marital status had a significant impact on stress levels. The study provides insights into the stress factors affecting IT employees in Coimbatore and highlights the need for organizational interventions to mitigate stress.

3. Ravi, M., & Kumar, B (2019) investigated the psychological effects of workload on IT employees in Tamil Nadu. The study collected data from 150 IT employees through a questionnaire. The results revealed that excessive workload led to increased stress, anxiety, and burnout among IT employees. The study also found that workload had a significant impact on employees' job satisfaction, motivation, and overall well-being. The study highlights the need for organizations to prioritize employee well-being and take proactive measures to prevent workload-related psychological problems.

VI. RESEARCH METHODOLOGY

The study employs a quantitative research approach to investigate the work stress of IT employees in Coimbatore districts.

1. Research Design This study will follow a descriptive research design to understand the various factors contributing to work stress among IT employees in Coimbatore.

2. Research Approach This study will use a quantitative approach to collect and analyze data from IT employees in Coimbatore. A survey-based method will be used to gather primary data.

3. Sample Method Stratified random sampling will be used to ensure representation from different levels (junior, mid, and senior-level employees). IT employees working in small, medium, and large IT firms in Coimbatore.

4. Sample Size The IT Employees will focus on 101 respondents, ensuring a diverse representation of IT Employee base.

5. Primary Data A structured questionnaire will be used to collect responses. The questionnaire will include Likert scale questions, multiple-choice questions, and open-ended questions. Data will be collected through Google Forms and personal interviews.

6. Secondary Data Collected from journals, research papers, company reports, and government publications related to work stress in IT industries.

VII. LIMITATIONS OF THE STUDY

1. **Limited Scope and Generalizability** – The study focuses only on 301 IT employees in Coimbatore, which may not represent the broader IT industry or other locations. Findings may not be applicable to different regions or industries.
2. **Potential Bias in Self-Reported Data** – As the study relies on self-reported information, responses may be influenced by biases, inaccuracies, or job security concerns, leading to possible underreporting of stress levels.

3. Cross-Sectional Nature – The study captures data at a single point in time, making it difficult to establish long-term trends or causal relationships between work stress and various factors

VIII. OVERVIEW OF THE STUDY

A study on work stress of IT employees with special reference to Coimbatore districts aims to investigate the levels of work-related stress experienced by IT professionals in this region. The study seeks to explore the various factors that contribute to work stress among IT employees, as well as the impact of stress on their physical and mental well-being. Coimbatore, a major city in the state of Tamil Nadu, India, has emerged as a significant hub for the IT industry, with numerous software companies and IT parks operating in the region. As a result, a large number of IT professionals are employed in Coimbatore, making it an ideal location for studying work-related stress in the IT sector.

IX. SIMPLE PERCENTAGE

Simple percentage is a statistical tool used to analyze and present data in a way that shows the proportion or frequency of a particular response or group within a sample. It helps quantify the impact or preference in a simple, understandable manner by converting raw data into a percentage format.

FORMULA FOR SIMPLE PERCENTAGE

$$\text{Percentage Analysis} = \frac{\text{Number of respondents}}{\text{Total no. of respondents}} \times 100$$

AGE OF THE RESPONDENT

OPTIONS	NO. OF RESPONDENTS	NO OF PERCENTAGE%
Below 25	60	59.4%
26-35	15	14.9%
36-45	19	18.8%
46 and Above	7	6.9%
TOTAL	101	100%

SOURCE :(Primary Data)

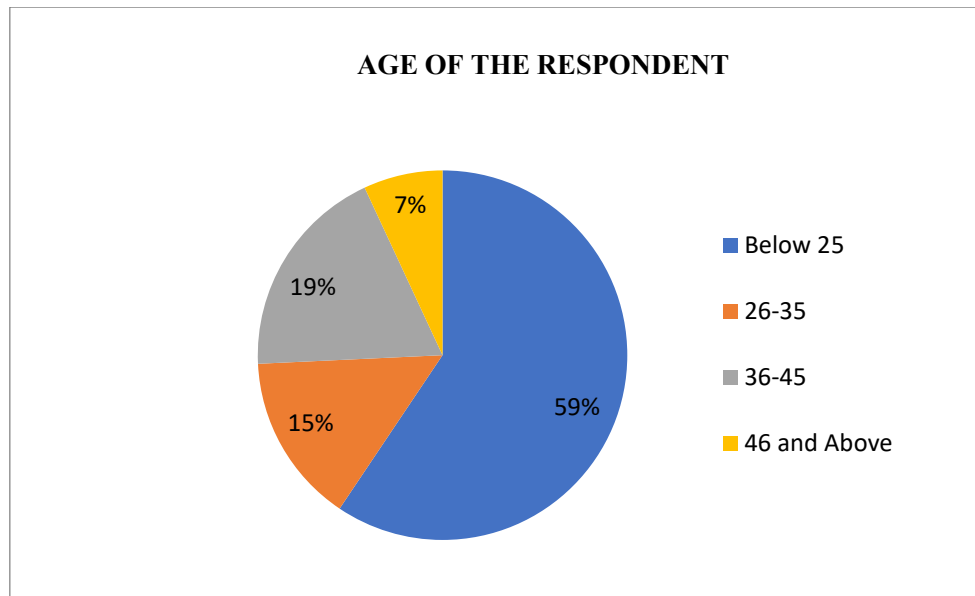
INTERPRETATION

The data shows that the majority of respondents (59.4%) are aged below 25, indicating a younger demographic. A smaller portion, 18.8%, falls in the 36-45 age range, while only 14.9% are aged between 26-35. The group aged 46 and above represents just 6.9% of the sample, the smallest proportion. Overall, the sample is predominantly composed of younger individuals, suggesting that the responses may reflect the perspectives and preferences of a younger audience.

INFERENCE

The sample is primarily composed of younger individuals, with 59.4% under the age of 25. There is a smaller representation from older age groups, particularly those aged 46 and above, making up only 6.9% of the total respondents.

CHART NO :1



X. CORRELATION BETWEEN WORK STRESS AND WORK-LIFE BALANCE

Hypothesis

- **Null Hypothesis (H_0):** There is no significant relationship between work stress and work-life balance among IT employees in Coimbatore district.
- **Alternative Hypothesis (H_1):** There is a significant relationship between work stress and work-life balance among IT employees in Coimbatore district.

TABLE NO :1

VARIABLES	PEARSON CORRELATION
Work stress	.260
Work life balance	.260

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

Interpretation

The Pearson correlation coefficient between **Work Stress** and **Work-Life Balance** is **0.260**, indicating a **weak positive correlation**. Since the significance value ($p = 0.009$) is **less than 0.01**, the correlation is statistically significant at the **0.01 level (2-tailed)**.

Inference

The correlation analysis shows a **weak positive correlation ($r = 0.260$)** between **work stress** and **work-life balance**, which is **statistically significant ($p = 0.009, < 0.01$ level)**. This indicates that as work stress increases, work-life balance also tends to increase slightly.

XI. CHI-SQUARE TEST RESULTS: ASSOCIATION BETWEEN VARIABLES

Hypothesis

- **Null Hypothesis (H_0):** There is no significant association between the job satisfaction and deadline pressure among IT employees in Coimbatore district.

- **Alternative Hypothesis (H_1):** There is a significant association between the job satisfaction and deadline pressure among IT employees in Coimbatore district.

TABLE NO: 2

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	124.037 ^a	16	.000

16 cells (64.0%) have expected count less than 5. The minimum expected count is .01.

Interpretation

The **Chi-Square test** results indicate a statistically significant association between the variables analyzed. The **Pearson Chi-Square value** of **124.037** with **16 degrees of freedom (df)** has a **p-value of 0.000**, which is less than 0.05, suggesting that the null hypothesis should be rejected. This means there is a significant relationship between the variables.

Inference

The Pearson Chi-Square test result ($\chi^2 = 124.037$, $df = 16$, $p = 0.000$) indicates a statistically significant association between the categorical variables, as the p-value is less than 0.05.

XII. FINDINGS

1. The majority of respondents (56%) are in the 18-24 age group, indicating that young consumers are the primary audience for Myntra's influencer marketing.
2. A significant 89% of respondents follow social media influencers for fashion-related content, highlighting the strong influence of social media on shopping behavior.
3. 53% of respondents shop for fashion items online monthly, while only 2% shop daily, suggesting that periodic sales and influencer promotions may drive purchases.
4. 47% of respondents somewhat trust influencers, while 32% remain neutral, showing that trust is moderate but not absolute in influencer recommendations.
5. 59% of respondents prefer reviews, followed by 16% favoring styling tips, indicating that authentic product reviews have a stronger impact on purchasing decisions than sponsored content.

XIII. SUGGESTIONS

1. Enhance transparency and trust by encouraging influencers to provide genuine, detailed product reviews instead of overly promotional content.
2. Leverage micro-influencers who have smaller but highly engaged audiences, as they tend to be more authentic and relatable to consumers.
3. Optimize content strategies by focusing on product reviews and styling tips, which have a greater impact on consumer purchasing behavior than giveaways or sponsored posts.

XIV. CONCLUSION

The study on the impact of social media influencers on consumer purchasing decisions with a special reference to Myntra highlights the significant role of influencer marketing in shaping brand awareness, trust, and buying behavior. The findings indicate that while influencers contribute to increased engagement and brand visibility, their influence on actual purchasing decisions depends on factors such as content authenticity, consumer trust, and demographic differences. Younger consumers are more likely to be influenced by social media recommendations, whereas frequent online shoppers tend to be more critical of influencer-endorsed products.

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