

A STUDY ON WORK-LIFE BALANCE AMONG MALE IT EMPLOYEES WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

In today's fast-paced and demanding IT industry, achieving work-life balance has become an increasingly challenging endeavor, especially for male employees who are often overlooked in such discussions. This study investigates the work-life balance of male IT professionals in Coimbatore City, focusing on the unique challenges they encounter, the strategies they employ to manage their responsibilities, and the support they receive from their organizations. A quantitative approach was adopted using structured questionnaires distributed among 50 male IT employees. The data collected was analyzed through percentage analysis, rank analysis, and weighted average methods to derive meaningful insights. The findings reveal that the majority of respondents are young professionals aged between 20 and 35 years, predominantly working from office settings. Although some level of managerial support was reported, many respondents indicated frequent interference of work in their personal lives, with workload, lack of time flexibility, and management expectations being the most significant contributing factors. The study further highlights a substantial impact on family relationships, emotional well-being, and social life. Recommendations include promoting flexible work arrangements, implementing structured work-life balance policies, enhancing managerial support, and reducing excessive workloads. This research underlines the importance of acknowledging and addressing the work-life challenges faced by male IT employees and encourages organizations to develop inclusive strategies that cater to all employees. The study's conclusions emphasize that supporting male employees in balancing their professional and personal lives can enhance overall job satisfaction, reduce burnout, and foster a healthier workplace culture.

Keyword: *Work-life balance, IT employees, male workforce, flexible work, Coimbatore*

1. INTRODUCTION

Work-life balance refers to managing job responsibilities and personal life effectively. The IT industry, known for its high demands, often leaves employees with little time for themselves. While much research has focused on women, this study examines the unique challenges faced by male employees balancing professional duties and personal commitments.

1.1 STATEMENT OF THE PROBLEM

Despite growing work-life balance initiatives, men face challenges such as long working hours, high expectations, and societal pressure to prioritize careers. This study addresses the gap in gender-specific research focusing on male professionals in IT.

1.2 SCOPE OF THE STUDY

This study focuses on male employees in the IT sector in Coimbatore, examining the effects of workload, working hours, and company policies on their work-life balance.

1.3 OBJECTIVE OF THE STUDY

- 1) To evaluate perceptions of work-life balance among male IT employees
- 2) To identify factors that impact work-life balance
- 3) To understand the role of working hours, workload, and managerial support

1.4 Limitations of the Study

- 1) Only male IT professionals in Coimbatore were surveyed
- 2) Limited sample size (n=50)
- 3) Findings are based on self-reported data
- 4) May not represent other sectors or regions

1.5 Research Methodology

Research Design: Descriptive

Data Collection: Structured questionnaire (Primary), company documents (Secondary)

Sampling Technique: Convenience Sampling

Sample Size: 50 male IT professionals

Analytical Tools: Percentage analysis, Rank analysis, Weighted average

REVIEW OF LITERATURE:

Ali & Siddiqui (2025) This comprehensive review highlights that flexible work arrangements and supportive organizational cultures enhance work-life balance among IT employees. Conversely, high workloads and technostress were identified as significant disruptors, adversely affecting employee well-being and productivity.

Hungund et al. (2024) An empirical study in Bengaluru revealed that female IT professionals reported better work-life balance and experienced less pressure compared to their male counterparts, indicating unique challenges faced by male employees in balancing work and personal life.

Jadaun et al. (2023) This extensive examination found a positive correlation between work-life balance and employee performance and job satisfaction, emphasizing the importance of achieving equilibrium between professional obligations and personal life

DATA ANALYSIS AND INTERPRETATION

Highlights from the data collected:

- 70% of respondents are aged 20–35; 54% hold a Bachelor's degree.
- 52% work from office; 24% each use remote or hybrid models.
- 42% feel “somewhat balanced,” while 28% report poor balance.
- 32% are only “sometimes” satisfied with personal time.
- Top disruptors include lack of flexibility (32%) and workload (26%).
- 36% favour flexible hours; 30% support remote work options.
- 80% feel management is supportive during personal emergencies.
- Family relationships and social life most affected.

RANK ANALYSIS - Impact of Workload on Different Aspects of Respondents' Personal Life

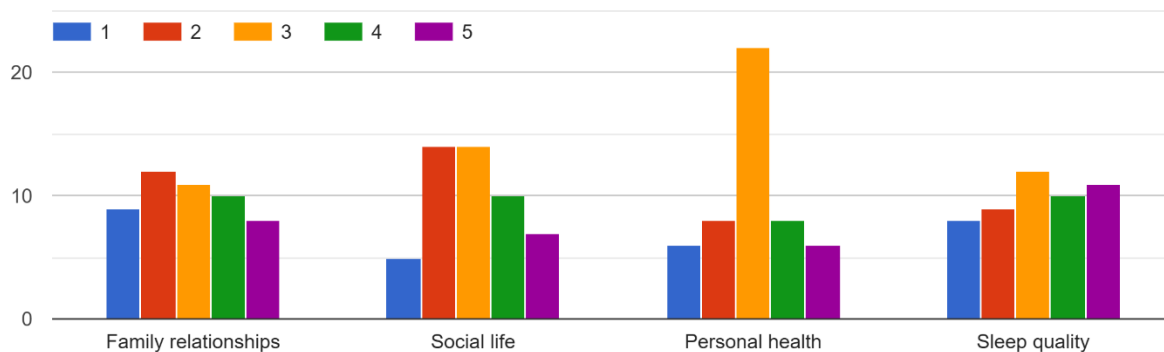
CATEGORY	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
Family relationships	9	12	11	10	8	50	I
	45	48	33	20	8	154	
Social life	5	14	14	10	7	50	II
	25	56	42	20	7	150	
Shopping	6	8	22	8	6	50	II
	30	32	66	16	6	150	
Personal health	8	9	12	10	11	50	IV
	40	36	36	20	11	143	

SOURCES: PRIMARY DATA

INTERPRETATION:

Family relationships are the most negatively impacted area of personal life due to workload. Social life and shopping are equally impacted, sharing the second rank. Personal health is affected the least among the listed categories.

Please rank the following aspects of your personal life based on how much your workload has negatively impacted them (1 = Most affected, 5 = Least affected).



WEIGHTED AVERAGE - Score of Workload Impact on Different Aspects of Respondents' Personal Life

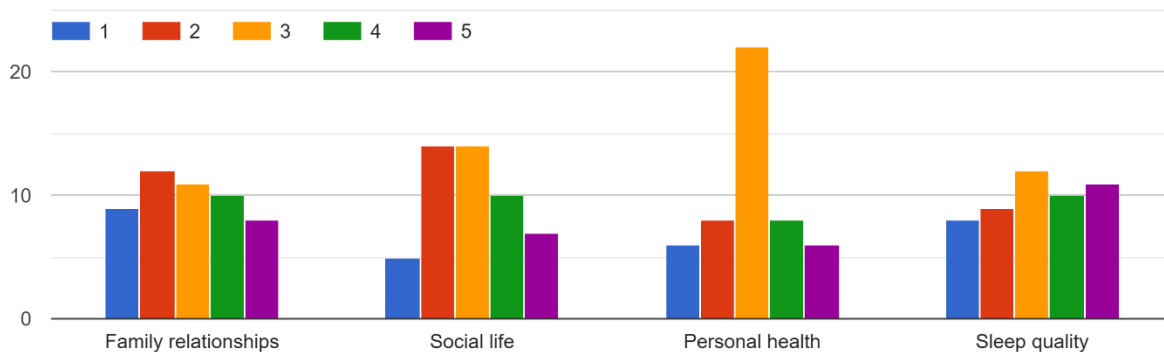
CATEGORY	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	TOTAL MEAN
Family relationships	9	12	11	10	8	50	3.08
	45	48	33	20	8	154	
Social life	5	14	14	10	7	50	3.00
	25	56	42	20	7	150	
Shopping	6	8	22	8	6	50	3.00
	30	32	66	16	6	150	
Personal health	8	9	12	10	11	50	2.86
	40	36	36	20	11	143	

SOURCES: PRIMARY DATA

INTERPRETATION:

Family relationships are the most affected area, with the highest weighted average score. Social life and shopping are equally impacted. Personal health is the least affected based on the average score.

Please rank the following aspects of your personal life based on how much your workload has negatively impacted them (1 = Most affected, 5 = Least affected).



FINDINGS

- Most respondents experience interference of work with personal life.
- Long working hours correlate with emotional exhaustion and guilt.
- Flexible work arrangements improve balance and satisfaction.
- Family relationships are the most affected aspect of personal life.

SUGGESTIONS

- Implement flexible or hybrid schedules.
- Train managers to provide personal-life support.
- Reduce overtime and distribute workload fairly.
- Foster open communication on work expectations.
- Create clear, employee-friendly work-life policies.

CONCLUSION

Male IT employees in Coimbatore face significant challenges in maintaining work-life balance due to demanding schedules and workload. Organizational initiatives such as flexibility, empathetic management, and structured policies can alleviate these issues, improving both employee well-being and productivity.

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