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Research Paper

Perceived Work–Life Balance and Coping Strategies Among Dual-Career Couples in The Information Technology Sector: Evidence from Coimbatore District, Tamil Nadu

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ABSTRACT
The present study, entitled Perception towards Work–Life Balance and Coping Strategies among Dual-Career Couples of IT Professionals examines how dual-career couples working in the Information Technology (IT) sector manage competing professional and family responsibilities. The study was conducted among 418 IT professionals in Coimbatore District, Tamil Nadu, using a cross-sectional research design and purposive sampling technique. Data were collected to assess Work–Life Balance, including Work–Family Conflict, Personal–Work Life Conflict, and Family and Organizational Support, along with coping strategies comprising Behavioural Coping, Personal Resilience Coping, Emotional Support Coping and Family Support Coping. The findings indicate that 44.5% of respondents experienced a moderate level of Work–Life Balance, while 29.4% reported a high level and 26.1% a low level. Work–Family Conflict and Personal–Work Life Conflict were predominantly moderate, while 52.2% reported low Family and Organizational Support. In contrast, 45.0% demonstrated a high level of overall coping strategies, with Personal Resilience Coping recording the highest proportion of high-level responses (45.5%). Inferential analyses revealed significant associations and differences between Work–Life Balance, coping strategies and selected socio-demographic and occupational factors. Multiple regression analysis showed that the overall model significantly predicted Work–Life Balance ($F = 19.039$, $p < 0.001$), with average working hours emerging as the strongest predictor ($\beta = 0.374$). The study concludes that sustainable Work–Life Balance requires an integrated approach involving individual resilience, family support and organizational interventions. Flexible work arrangements, reasonable working hours, supportive leadership, counselling, employee assistance programmes and family-friendly policies are recommended to enhance the well-being of dual-career IT professionals.

Keywords: *Work–Life Balance; Coping Strategies; Dual-Career Couples; IT Professionals; Work–Family Conflict; Organizational Support; Personal Resilience.*

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I. INTRODUCTION

The twenty-first century is characterized by rapid technological advancement, with digital technologies playing a central role in shaping economies and transforming organizational practices. Information Technology (IT) has emerged as a major force influencing how work is structured, managed and performed across industries worldwide (Kavya, 2021). The widespread adoption of computers and digital technologies in healthcare, banking, education, manufacturing, communication and scientific research has significantly transformed traditional work arrangements and employment relationships. Although these developments have enhanced organizational

efficiency and productivity, they have also created new challenges in maintaining a healthy balance between professional and personal responsibilities (Bobbio et al., 2022).

India has established itself as a leading global destination for IT and IT-enabled services because of its skilled workforce, expanding technological infrastructure and competitive service delivery capabilities. The rapid growth of the sector has generated substantial employment opportunities, particularly for young professionals, and has contributed significantly to economic development. However, the dynamic nature of IT employment is often associated with demanding work schedules, stringent deadlines, rotational shifts, global project responsibilities and continuous requirements for skill enhancement. These conditions may adversely affect employees' physical and psychological well-being (Quick & Tetrick, 2011). Contemporary employees increasingly expect flexibility, autonomy and supportive work environments. Consequently, flexible working hours, remote and hybrid work arrangements, and performance-oriented management systems have become increasingly common, particularly in the IT sector (Hayman, 2005). While such arrangements can provide employees with greater control over their work patterns, technological connectivity can also blur the boundaries between work and personal life. Work-related responsibilities may extend beyond formal working hours, reducing opportunities for family interaction, leisure and psychological recovery. Therefore, work–life balance has become an important concern for both employees and organizations (Allen & Eby, 2016).

Work–life balance has therefore evolved from an individual concern into a strategic human resource management issue. It refers to an individual's ability to manage work commitments alongside family, personal and social responsibilities without experiencing excessive conflict or stress (Panda, 2019). Employees who achieve satisfactory balance are more likely to demonstrate motivation, organizational commitment and productivity. Conversely, work–life imbalance may result in stress, burnout, absenteeism, reduced performance and strained family relationships. The issue is particularly significant among dual career couples, where both partners are engaged in employment. Increasing educational attainment, changing gender roles and greater participation of women in the workforce have contributed to the growth of dual career families. Such couples must simultaneously manage professional responsibilities, household duties, childcare and elder care, particularly in demanding sectors such as IT (Narayanan & Savarimuthu, 2022; Rothbard & Dumas, 2021). Flexible work arrangements, global responsibilities and continuous connectivity may further intensify role demands and affect marital and personal well-being (Arunima & Nangia, 2022).

Coimbatore district has witnessed considerable growth in IT and IT-enabled services, creating employment opportunities and contributing to the emergence of dual career households in the region (Bala Murugan & Priya Dharshini, 2023). However, limited empirical research has examined the work–life balance and coping strategies of dual career couples employed in the IT sector in Coimbatore district. Therefore, the present study seeks to examine their work–life balance and coping strategies by considering personal factors such as age, gender, marital and parental status, as well as professional factors including workplace flexibility, organizational culture, social support and work–life balance initiatives. The findings are expected to provide valuable insights for developing supportive workplace practices and improving the well-being and quality of life of IT professionals and their families

II. REVIEW OF LITERATURE

The review of literature indicates that work–life balance has emerged as a significant concern among dual-career couples employed in the Information Technology sector. The dynamic nature of the IT industry, characterized by long working hours, heavy workloads, technological demands and remote and hybrid work arrangements, poses considerable challenges in balancing professional and family responsibilities (Rawat & Singh, 2024). Studies conducted both in India and abroad consistently reveal that role conflict, stress, work overload, childcare responsibilities and blurred boundaries between work and personal life adversely affect the well-being and satisfaction of dual-career couples (Sharma & Tiwari, 2023). The reviewed studies further demonstrate that coping strategies play a crucial role in managing these challenges and promoting a healthy work–life balance. Strategies such as effective communication, mutual spousal support, time management, role sharing, boundary management, mindfulness, social support and adaptive coping mechanisms have been identified as important resources for reducing stress and enhancing psychological well-being (Patil, 2026 and Narayanan & Savarimuthu, 2022). Organizational factors, including flexible work arrangements, supportive leadership, family-friendly policies and employee assistance programmes, have also been found to contribute significantly to improved work–life balance (Li & Yang, 2026). Overall, the literature highlights that achieving work–life balance among dual-career couples is a shared responsibility involving individuals, families and organizations. Despite the growing body of research, limited studies have specifically examined coping strategies among dual-career couples in the Indian IT sector. Therefore, the present study seeks to address this gap by exploring the work–life balance challenges and coping mechanisms adopted by dual-career couples working in the IT industry

III. MATERIALS AND METHODS

3.1 OBJECTIVES OF THE STUDY

1. To assess the perceived level of work–life balance among dual-career couples working in the IT sector.
2. To examine the coping strategies adopted by dual-career couples to manage competing work and family responsibilities.
3. To determine the differences and associations between perceived work–life balance, coping strategies and selected socio-demographic and occupational factors among dual-career couples working in the IT sector.

3.2 HYPOTHESES

1. There is a significant association between the age of the respondents and their perception towards Work–Life Balance.
2. There is a significant variance in the perception of Coping Strategies among respondents based on their educational qualification.
3. Age and work experience, individually and interactively, significantly influence the overall level of Work–Life Balance.
4. The selected socio-demographic, family and occupational factors significantly predict the overall level of Work–Life Balance.

3.3 RESEARCH DESIGN

The present study adopts a cross-sectional research design to examine perceived work–life balance and coping strategies among dual-career couples working in the IT sector in Coimbatore District. Data will be collected from respondents at a single point in time to understand their current perceptions, challenges and coping practices. The design enables comparison across selected socio-demographic, family and occupational factors such as age, gender, duration of marriage, work experience, working hours, work pattern, number of children and family income. It also facilitates the examination of differences, associations and relationships between work–life balance and coping strategies. The cross-sectional design is appropriate for collecting data from a relatively large sample within a limited period and provides a systematic basis for achieving the objectives of the study.

3.4 UNIVERSE AND SAMPLING TECHNIQUE

The study focuses on dual-career couples working in the Information Technology (IT) sector in Coimbatore District. Since no comprehensive database is available to identify the exact number of dual-career couples in the IT sector, the study population is considered undefined or indeterminate. Therefore, a precise sampling frame could not be established. Purposive sampling, a non-probability sampling technique, was adopted to select respondents who met the predefined inclusion criteria, namely being part of a dual-career couple and currently employed in the IT sector in Coimbatore District. A total of 418 respondents were selected for the study. The sample was considered adequate for examining perceived work–life balance, coping strategies, and their association with selected socio-demographic, occupational and family-related factors.

IV. MAJOR FINDINGS

Socio-Demographic Profile of IT Professionals

The findings indicate that the respondents were predominantly young and middle-aged professionals, with 83.9% aged 25–45 years. Most had been married for 5–15 years and possessed a Bachelor's degree (62.0%). A considerable proportion occupied senior- (43.3%) and middle-level (30.6%) positions, with 72.1% having more than six years of work experience. Most respondents worked in private organizations (63.4%), while hybrid work arrangements (43.3%) were the most common. Regarding family responsibilities, 40.9% had one child and 30.6% had two children. The majority worked 8–10 hours per day (68.4%), indicating moderate to extended working hours. Nearly one-third reported a monthly family income of ₹1,00,001–₹1,50,000 (32.5%). Further, 63.2% worked in urban areas, reflecting the concentration of IT employment and infrastructure in urban locations. Overall, the profile represents experienced IT professionals managing significant professional and family responsibilities.

Table No: 1
Respondents' perception towards Work Life Balance among the dual career couples in IT Professionals

S. No.	Perception towards Work Life Balance among the Nursing Professionals	No. of Respondents (N=418)					
		Low	Percentage	Moderate	Percentage	High	Percentage
1.	Work–Family Conflict	141	33.7	163	39.0	114	27.3
2.	Personal–Work Life Conflict	106	25.4	187	44.7	125	29.9
3.	Family and Organizational Support	218	52.2	91	21.7	109	26.1
4.	Overall level of Work Life Balance	109	26.1	186	44.5	123	29.4

Table 1 indicates that most respondents experienced a moderate level of Work–Life Balance (44.5%), followed by high (29.4%) and low (26.1%) levels. Work–Family Conflict was moderate among 39.0% of respondents, while Personal–Work Life Conflict was moderate among 44.7%. Notably, 52.2% reported low Family and Organizational Support, indicating inadequate support as a significant concern. Overall, the findings suggest that although most dual-career IT professionals maintain a moderate level of work–life balance, they continue to face work–family and personal–work conflicts, compounded by limited family and organizational support. Strengthening supportive workplace policies and family support mechanisms may therefore contribute to improved work–life balance.

Table No: 2
Respondents' perception towards Coping Strategies among the dual career couples in IT Professionals

S. No.	Perception towards Coping Strategies	No. of Respondents (N=418)					
		Low	Percentage	Moderate	Percentage	High	Percentage
1.	Behavioral Coping	105	25.1	134	32.1	179	42.8
2.	Personal Resilience Coping	122	29.2	106	25.3	190	45.5
3.	Emotional Support Coping	137	32.8	103	24.6	178	42.6
4.	Family Support Coping	87	20.8	153	36.6	178	42.6
5.	Overall level of Work Life Balance	120	28.7	110	26.3	188	45.0

Table 2 shows that 45.0% of respondents had a high level of overall coping strategies, followed by 26.3% with a moderate level and 28.7% with a low level. Among the dimensions, Personal Resilience Coping (45.5%), Behavioral Coping (42.8%), Emotional Support Coping (42.6%) and Family Support Coping (42.6%) were predominantly reported at high levels. The findings indicate that most dual-career IT professionals actively employ practical coping methods, personal resilience, emotional support and family support to manage competing work and family demands. Overall, these coping mechanisms appear to play an important role in helping respondents deal with workplace pressures and maintain their work–life balance.

Table No: 3
Association between the age of the respondents and perception towards Worklife Balance

S. No.	Various Dimensions of Worklife Balance	Observed N	Expected N	Residual	Percentage
1	**Family Conflict**				$\chi^2 = 8.646$ df = 2 0.013<0.05 Significant
	Low	141	139.3	1.7	
	Moderate	163	139.3	23.7	
	High	114	139.3	-25.3	
2	**Personal Conflict**				$\chi^2 = 25.756$ df = 2 0.000<0.01 Significant
	Low	106	139.3	-33.3	
	Moderate	187	139.3	47.7	
	High	125	139.3	-14.3	
3	**Family and Organizational Support**				$\chi^2 = 67.785$ df = 2 0.000<0.01
	Low	218	139.3	78.7	

	Moderate	91	139.3	-48.3	Significant
	High	109	139.3	-30.3	
4	**Overall level of Worklife Balance**				
	Low	109	139.3	-30.3	$\chi^2 = 24.148$ df = 2 0.000<0.01 Significant
	Moderate	186	139.3	46.7	
	High	123	139.3	-16.3	

H₁: There is a significant association between the age of the respondents and their perception towards Work–Life Balance.

H₀: There is no significant association between the age of the respondents and their perception towards Work–Life Balance.

Table 3 reveals a statistically significant association between age and Work–Life Balance among dual-career IT couples. Significant associations were observed for Work–Family Conflict ($\chi^2 = 8.646$, $p = 0.013$), Personal–Work Life Conflict ($\chi^2 = 25.756$, $p < 0.01$), Family and Organizational Support ($\chi^2 = 67.785$, $p < 0.01$), and overall Work–Life Balance ($\chi^2 = 24.148$, $p < 0.01$). These findings indicate that perceptions of work–life balance and its dimensions vary significantly across age groups. Therefore, the research hypothesis is accepted, confirming a significant association between age and Work–Life Balance among dual-career couples in the IT sector.

Table No:4

One way Analysis of Variance among Educational Qualification of the respondents and their perception towards Coping strategies

S.No	Source	SS	Df	MS	$\overline{X}$		Statistical Inference
1	**Behaviour Coping**				G1=	107.6178	F=31.352 0.000<0.01 Significant
	Between Groups	15174.134	3	5058.045	G2=	104.2966	
	Within Groups	66790.577	414	161.330	G3=	101.0000	
					G4=	128.8000	
2	**Personal Resilience Support**				G1=	26.4131	F=19.805 0.000<0.01 Significant
	Between Groups	963.282	3	321.094	G2=	28.2712	
	Within Groups	6712.117	414	16.213	G3=	32.0000	
					G4=	31.0000	
3	**Emotional Support Coping**						F= 35.302 0.000<0.01 Significant
	Between Groups	193.874	3	64.625	G1=	5.9421	
	Within Groups	757.878	414	1.831	G2=	7.3983	
					G3=	6.0000	
					G4=	5.5333	
4	**Family Support Coping**				G1=	11.5598	F= 2.543 0.056<0.05 Significant
	Between Groups	12.292	3	4.097	G2=	11.3644	
	Within Groups	667.153	414	1.611	G3=	11.0000	
					G4=	11.0000	
5	**Overall level of Coping Strategies**				G1=	151.5328	F= 25.511 0.000<0.01 Significant
	Between Groups	17299.374	3	5766.458	G2=	151.3305	
	Within Groups	93579.248	414	226.037	G3=	150.0000	
					G4=	176.3333	

G1= Bachelor's Degree**, G2=** Master's Degree**, G3=** Doctorate Degree, **G4=** Others

H₁: There is a significant variance in the perception of Coping Strategies among respondents based on their educational qualification.

H₀: There is no significant variance in the perception of Coping Strategies among respondents based on their educational qualification.

Table 4 shows a statistically significant difference in Coping Strategies based on educational qualification among dual-career IT couples. The overall ANOVA result was significant ($F = 25.511$, $p < 0.01$), indicating that coping levels varied significantly across educational groups. Respondents with other qualifications reported the highest mean coping score (176.33), followed by Bachelor's (151.53), Master's (151.33) and Doctorate (150.00) qualifications. The findings suggest that educational background may influence individuals' awareness, problem-solving abilities and approaches to managing work and family-related stress. Therefore, the

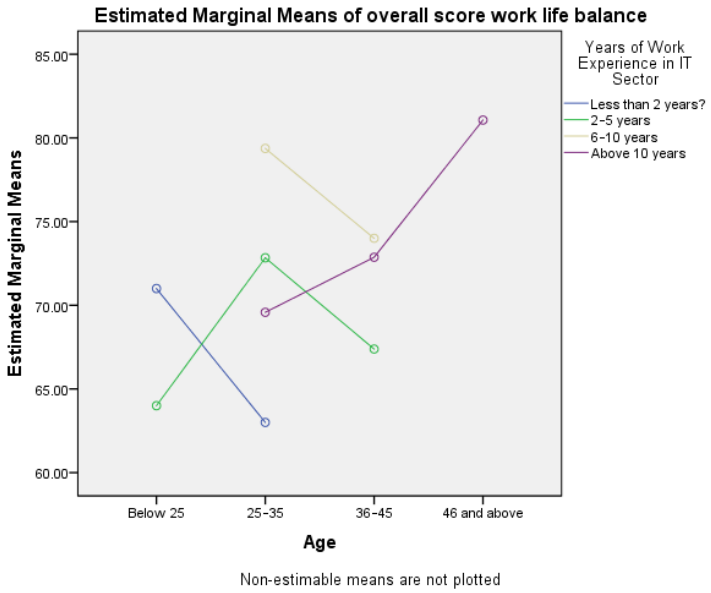
research hypothesis is accepted, confirming a significant difference in coping strategies according to educational qualification.

Table No: 5
Two-way Analysis of Variance among Age and Years of Experience of the respondents and perception towards the overall level of Worklife Balance

Tests of Between-Subjects Effects					
Dependent Variable: Overall level of Worklife Balance					
Source	**Type III Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Corrected Model	10026.486[a]	9	1114.054	23.430	.000
Intercept	546427.640	1	546427.640	11492.094	.000
Age	3213.921	3	1071.307	22.531	.000
Years of Experience	3728.677	3	1242.892	26.140	.000
Age * Years of Experience	1903.018	3	634.339	13.341	.000
Error	19399.638	408	47.548		
Total	2303028.000	418			
Corrected Total	29426.124	417			

a. R Squared = .341 (Adjusted R Squared = .326)

Profile Plots



H₁: Age and work experience, individually and interactively, significantly influence the overall level of Work–Life Balance.

H₀: Age and work experience, individually and interactively, do not significantly influence the overall level of Work–Life Balance.

Table 5 indicates that the Two-Way ANOVA model is statistically significant ($F = 23.430$, $p < 0.001$) and explains 34.1% of the variance in overall Work–Life Balance ($R^2 = 0.341$; Adjusted $R^2 = 0.326$). Both Age ($F = 22.531$, $p < 0.001$) and Years of Experience ($F = 26.140$, $p < 0.001$) have significant main effects on Work–Life Balance. Further, their interaction effect is also significant ($F = 13.341$, $p < 0.001$), indicating that the effect of age on Work–Life Balance varies according to work experience. Thus, age and professional experience independently and jointly influence Work–Life Balance among dual-career IT couples. Accordingly, the research hypotheses relating to the main and interaction effects are accepted.

Table No: 6
Regression Analysis among the
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.583[a]	.340	.322	6.91474

H₁: The selected socio-demographic, family and occupational factors significantly predict the overall level of Work–Life Balance.

H_0: The selected socio-demographic, family and occupational factors do not significantly predict the overall level of Work–Life Balance.

The Model Summary indicates that the multiple regression model has a correlation coefficient (R = 0.583), showing a moderate positive relationship between the selected independent variables and the overall level of Work–Life Balance. The R^2 value of 0.340 indicates that the variables included in the model collectively explain 34.0% of the variation in Work–Life Balance. The adjusted R^2 value of 0.322 suggests that, after adjusting for the number of predictors, approximately 32.2% of the variance in Work–Life Balance is explained by the model. The remaining variation may be attributed to other factors not included in the present analysis.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10013.769	11	910.343	19.039	.000[b]
	Residual	19412.356	406	47.814		
	Total	29426.124	417			

a. Dependent Variable: overall score work life balance

b. Predictors: (Constant), Location of Work, Nature of Work, Age, Average Working Hours per Day, Number of Children (if any), Work Pattern, Monthly Family Income (approximate), Educational Qualification, Years of Work Experience in IT Sector, Designation/Job Level, Duration of Marriage

The ANOVA results show that the overall regression model is statistically significant (F = 19.039, p < 0.001). This indicates that the set of demographic, family and occupational variables included in the model collectively has a significant influence on the overall level of Work–Life Balance. Therefore, the regression model provides a statistically meaningful explanation of variations in Work–Life Balance among the respondents.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	55.721	2.237		24.910	.000
	Age	5.277	1.350	.277	3.908	.000
	Duration of Marriage	-1.309	.616	-.151	2.124	.034
	Educational Qualification	2.819	.639	.287	4.409	.000
	Designation/Job Level	1.478	.607	.155	2.437	.015
	Years of Work Experience	3.578	1.536	.166	2.329	.020
	Nature of Work	6.263	1.518	.226	4.126	.000
	Work Pattern	1.114	.545	.102	2.045	.042
	Average Working Hours per Day	5.338	.719	.374	7.426	.000
	Monthly Family Income (approximate)	3.836	1.477	.134	2.597	.010
	Location of Work	2.883	.699	.195	4.123	.000

a. Dependent Variable: overall level of work life balance

The multiple regression analysis shows that age, educational qualification, designation, work experience, nature of work, work pattern, working hours, family income and work location significantly predict work–life Balance, while Duration of Marriage has a significant negative effect. Among all predictors, Average Working Hours per Day has the strongest relative influence ($\beta = 0.374$, $p < 0.001$), followed by Educational Qualification ($\beta = 0.287$) and Age ($\beta = 0.277$). The overall regression model is statistically significant ($F = 19.039$, $p < 0.001$), indicating that the selected socio-demographic, family and occupational factors collectively contribute significantly to variations in Work–Life Balance among dual-career IT couples. Therefore, the null hypothesis is rejected, confirming that the selected factors significantly predict Work–Life Balance.

V. SUGGESTIONS

Based on the findings of the present study, the following suggestions are proposed to improve Work–Life Balance and strengthen coping among dual-career couples working in the IT sector:

1. **Flexible Work Arrangements**: IT organizations should provide flexible working hours, hybrid work options and work-from-home facilities wherever the nature of the job permits.
2. **Reasonable Working Hours**: Organizations should monitor excessive working hours and workload, as average working hours emerged as the strongest predictor of Work–Life Balance.
3. **Family-Friendly Policies**: Organizations should strengthen policies related to childcare support, parental leave, family welfare and other provisions that address the needs of dual-career couples.
4. **Supportive Leadership**: Managers and supervisors should adopt supportive and employee-centred leadership practices, understand family-related challenges and avoid unnecessary work demands beyond scheduled hours.
5. **Promoting Family Support**: Couples should be encouraged to maintain open communication, share household and childcare responsibilities equitably, and provide mutual emotional support.

6. **Workload Management**: Project deadlines, shift schedules and work allocation should be planned realistically to minimize excessive occupational pressure and work–family conflict.
7. **Career and Financial Support**: Organizations may provide career development opportunities, financial counselling and appropriate employee benefits to reduce pressures associated with career progression and family responsibilities.
8. **Regular Assessment**: HR departments should periodically assess employees' Work–Life Balance, coping levels and organizational support needs through employee surveys and feedback mechanisms.
9. **Family-Inclusive Initiatives:** IT organizations may organize family-oriented welfare programmes and initiatives that strengthen employees' connection with the organization while recognizing family responsibilities.
10. **Social Work Intervention**: Professional social workers may be involved in employee welfare, counselling, family support, stress management, crisis intervention and work–life balance programmes within IT organizations.
11. **Integrated Approach**: Finally, sustainable Work–Life Balance should be promoted as a shared responsibility of employees, spouses, families, managers and organizations, combining individual coping resources with adequate family and organizational support.

VI. CONCLUSION

The present study concludes that Work–Life Balance among dual-career couples working in the IT sector is a multidimensional and dynamic phenomenon, influenced by personal, family and occupational factors. Although 44.5% of respondents reported a moderate level of Work–Life Balance, work–family and personal–work conflicts remained significant concerns, with 52.2% reporting low Family and Organizational Support. Despite these challenges, 45.0% demonstrated a high level of coping strategies, particularly personal resilience, behavioural coping, emotional support and family support. The findings further establish that age, educational qualification, work experience, designation, work pattern, working hours, family income and other occupational factors significantly influence Work–Life Balance and coping. Multiple regression confirmed that the overall model significantly predicted Work–Life Balance ($F = 19.039$, $p < 0.001$), with average working hours emerging as the strongest predictor ($\beta = 0.374$). The findings demonstrate that individual coping alone cannot ensure sustainable balance. Effective Work–Life Balance requires coordinated support from employees, spouses, families, managers and organizations. Therefore, IT organizations should strengthen flexible work arrangements, reasonable working hours, supportive leadership, counselling, employee assistance programmes, childcare facilities, workload management and family-friendly policies. At the family level, shared responsibilities, communication and mutual emotional support should be encouraged. Overall, an integrated approach combining organizational flexibility, family support and individual resilience is essential for improving the well-being, family life and professional sustainability of dual-career IT couples.

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