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A Study On Impact Of Employee Welfare In It Sector With Reference Of Coimbatore City

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ABSTRACT:

The study explores the employee welfare in IT sector with reference of Coimbatore city. The goal of the current study is to determine the employee welfare policies that the IT industry has implemented. Anything done for workers' comfort and advancement above and beyond their pay which is not required by the industry is referred to as employee welfare. Enhancing and maintaining the happiness of employees is the fundamental goal of employee welfare. At least half of an employee's time is spent at work, getting there, or leaving. When they are relatively worry-free, they feel that they are contributing to the organization, and when they are having difficulties, they believe that they should receive assistance from the organization.

Keywords: welfare, wages, employee enhancement, organization, improvement.

1.INTRODUCTION OF THE STUDY:

The phrase "employee welfare" refers to the range of services, perks, and amenities that employers provide to their staff. The welfare measures might take any form and don't have to be financial. This covers everything like food, housing, medical insurance, transportation, and allowances. Monitoring working conditions, fostering industrial harmony through health and industrial relations infrastructure, and providing workers and their families with insurance against illness, accidents, and unemployment are all included in employee welfare. Employee lives are made worthwhile by the employer's good benefits. Anything that is done for workers' comfort and well-being that goes beyond pay is considered welfare. Welfare maintains the motivation and morale of the employees high in order to keep them on board for a longer period of time. The welfare measures might take any form and don't have to be monetary in nature. Monitoring working conditions, fostering industrial harmony through health and industrial relations infrastructure, and providing workers and their families with insurance against illness, accidents, and unemployment are all examples of employee welfare. These studies discuss various aspects of employee welfare, such as job satisfaction, work-life balance, stress management, and organizational support, which are particularly relevant to the IT industry.

2.STATEMENT OF THE PROBLEM:

It is crucial to determine whether welfare amenities have a significant impact on workers. And to know the employees are dissatisfied welfare facilities will help them to get motivated. Hence organizations have to secure the cooperation of employees in order to increase the production and earn high profits. The cooperation of employee is possible only when they are satisfied by their needs and wants. In the past industrialists and employers believed was to provide their fair wages and salaries.

3.OBJECTIVES OF THE STUDY:

1. To study the demographic profile of IT employee.
2. To understand about the employee opinions on the current welfare facilities.
3. To study the satisfaction of employees towards the present welfare facilities.

4.LIMITATIONS OF THE STUDY:

1. The study is limited to only 123 samples, due to a limited time, and finding may not be applicable to other context, therefore several responders were unable to reach.
2. Due to the demanding work schedules and urgent job demands, employees were pressed for time. Therefore, the researcher must convince them to set aside time to complete the questionnaires.

5.REVIEW OF LITERATURE:

1. **Ravichandran & Nair (2023)** found that IT employees who benefited from wellness initiatives, such as fitness programs and mental health support, were significantly more satisfied with their jobs. These programs not only contributed to a positive work environment but also helped employees feel valued and supported, leading to enhanced job satisfaction.
2. **Jain & Patel (2022)** concluded that flexible working arrangements and wellness programs significantly boosted employee productivity. Employees who had the option to work remotely or adjust their working hours were found to be more productive, as they experienced less stress and a better work-life balance. This flexibility, coupled with health initiatives, ensured that employees maintained high levels of energy and motivation.
3. **Vikram & sharma (2023)** found that IT companies with well-structured welfare program experienced lower turnover rates. Employees are likely to remain with their current employer if they supported through initiatives such as career development opportunities, health benefits.
4. **Ravi & kumar(2022)** Emphasized that employee welfare contributes to a positive organizational culture. Companies with a strong focus on employee welfare are perceived as more attractive employees, which enhances their reputation and makes them competitive in attracting top talent.

6. RESEARCH METHODOLOGY:

Research Design:

This study adopts a descriptive research design to examine the impact of welfare amenities on employee motivation and job satisfaction. A mixed-methods approach will be employed, integrating both quantitative and qualitative data to gain comprehensive insights into employees' perceptions of welfare facilities.

Population and Sample:

The target population consists of employees from various industries.

A random sampling method will be used to ensure a representative sample. The sample size will be determined based on feasibility and statistical significance.

Sample size:

From the targeted population, a total of 123 respondents have been selected for the survey.

Data Collection Methods:

Primary Data: Collected through structured questionnaires and interviews.

Secondary Data: Sourced from company reports, industry surveys, and academic literature.

Area of study:

This study focuses on evaluating the impact of employee welfare in the IT sector with specific reference to Coimbatore city. Known as the "Manchester of South India" due to its strong industrial base and rapid economic growth, Coimbatore has emerged as a significant IT hub.

Tools Used for the Study:

To analyze the impact of employee welfare in the IT sector of Coimbatore, the following statistical tools will be used:

1. **Simple Percentage Analysis** – This method helps in understanding the distribution of responses and provides a clear representation of employee perceptions regarding welfare amenities. It is useful for summarizing demographic details and general trends in the data.
2. **Chi-Square Test** – This statistical test is applied to examine the relationship between categorical variables, such as the association between employee welfare measures and job satisfaction. It helps determine whether there is a significant dependency between variables in the study.

7. ANALYSIS AND INTERPRETATION:

7.1 SIMPLE PERCENTAGE ANALYSIS

DEMOGRAPHIC PROFILES

TABLE: 7.1.1 AGE

PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
21-25	56	45.5%
25-35	54	43.9%
35-45	13	10.6%
OVER 45	-	-
Grand Total	123	100%

Source: Primary data

INTERPRETATION:

The table represents the distribution of age respondents. This data shows that 45.5% for the age group 21-25, 43.9% for the age group 25-35, followed by the age group of 35-45 with 10.6% and 0% for the age group 45 and above.

TABLE: 7.1.2 GENDER

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Male	92	74.8%
Female	31	25.20%
Grand Total	123	100%

Source: Primary data

INTERPRETATION:

The above table shows the gender distribution respondents. The above data indicates that 74.8% are male and 25.20% are female.

TABLE: 7.1.3 EDUCATION QUALIFICATION

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Bachelor Degree	66	53.7%
Master Degree	38	30.9%
Profession	17	13.8%
Others	2	1.6%
Grand Total	123	100%

Source: Primary data

INTERPRETATION:

Above table represents the education level of the employee. From the above data it delivers that 53.7% are bachelor degree, 30.9% are from master degree, 13.8% are profession and 1.6% are others.

TABLE: 7.1.4 FAMILY MEMBERS

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
3 members	24	19.5%
4 members	73	59.3%
5 members	24	19.5%
6 members	2	1.7%
Grand Total	123	100%

Source: Primary data

INTERPRETATION:

The above table represents the family members in the family. From the data it shows that 19.5% are 3 members, 59.3% are 4 members, 19.5% are 5 members, 1.7% are 6 members.

TABLE: 7.1.5 MONTHLY INCOME

PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
0-15000	18	14.7%
15000-20000	56	45.5%
20000-30000	30	24.4%
Above 40000	19	15.4%
Grand Total	123	100%

Source: primary data

INTERPRETATION:

Above table represents monthly income of employee. From the data it shows 14.7% are 15000, 45.5% are 15000-20000, 24.4% are 20000-30000, 15.4% are above 40000 per month.

TABLE: 7.1.6 SIZE OF ORGANISATION

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
1-100	30	24.4%
101-200	53	43.1%
251-500	30	24.4%
More than 500	10	8.1%
Grand Total	123	100%

Source: Primary data

INTERPRETATION:

The above table represents size of organization. The data it shows 24.4% are 1-100, 43.1% are 101-200, 24.4% are 251-500, 8.1% are more than 500.

TABLE: 7.1.7 CURRENT JOB ROLE

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Entry level	45	36.6%
Mid level	40	32.5%
Senior level	25	20.3%
Management	13	10.6%
Grand Total	123	100%

Source: primary data

INTERPRETATION:

The above table represents the current job role of employees. The data shows that 36.6% are entry level, 32.5% are mid level, 20.3% are senior level, 10.6% are management.

TABLE: 7.1.8 HOW LONG HAVE YOU WORKING IN IT INDUSTRY?

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Less than 1 year	45	36.6%
1-3 years	46	37.4%
3-5 years	17	13.8%
5+years	15	12.2%
Grand Total	123	100%

Source: primary data

INTERPRETATION:

The above table represents the how long working in IT industry. The data shows the 36.6% are less than 1 year, 37.4% are 1-3years, 13.8% are 3-5years, 12.2 % are 5+ years.

TABLE: 7.1.9 HOW FAMILIAR WITH THE CONCEPT OF EMPLOYEE WELFARE?

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Very familiar	48	39%
Somewhat familiar	66	53.7%
Not familiar	09	7.3%
Grand Total	123	100%

Source: primary data

INTERPRETATION:

The above table represents the familiar with the concept of employee welfare. The data shows the 39% are very familiar, 53.7% are somewhat familiar, 7.3 are not familiar.

TABLE: 7.1.10 HOW FREQUENTLY ARE WELFARE POLICIES REVIEWED IN YOUR ORGANIZATION?

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Quarterly	48	39%
Annually	57	46.3%
Rarely	14	11.4%
Never	04	3.3%
Grand Total	123	100%

Source: primary data

INTERPRETATION:

The above table represents how frequently welfare policies reviewed in your organization. The data shows 39% are quarterly, 46.3% are annually, 11.4% are rarely, 3.3% are never.

TABLE: 7.1.11 DOES WELFARE PROGRAMS ACCESSIBLE TO ALL EMPLOYEE

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Equally accessible	61	49.6%
Somewhat accessible	55	44.7%
Not accessible	07	5.7%
Grand Total	123	123%

Source: primary data

INTERPRETATION:

The above table represents the welfare programs accessible to all employee. The table shows the 49.6% are equally accessible, 44.7% are somewhat accessible, 5.7% are not accessible.

TABLE: 7.1.12 WHICH WELFARE BENEFITS WERE PROVIDED BY YOUR ORGANIZATION?

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Health insurance	19	15.4%
Flexiable working hours	23	18.7%
Paid leaves	21	17.1%
Retirement plans	03	2.4%
Work from home	05	4.1%
Education and training	28	22.8%
Health insurance	19	15.4%
Others	05	4.1%
Grand Total	123	100%

Source: primary source

INTERPRETATION:

The above table represents the welfare benefits were provided by your organization. The above data shows that 15.4% are health insurance, 18.7% are flexiable working hours, 17.1% are paid leaves, 2.4% are retirement plans, 4.1% are work from home, 22.8% are education and training, 15.4% are health insurance, 4.1% are others.

TABLE: 7.1.13 DOES WELFARE INITIATIVES SHOULD BE TAILORED TO INDIVIDUAL EMPLOYEE NEEDS?

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Yes	55	44.7%
No	29	23.6%
Maybe	33	26.8%
Not sure	06	4.9%
Grand Total	123	100%

Source: primary data

INTERPRETATION:

The above table represents the welfare initiatives should be tailored to individual employee needs. The above data shows that 44.7% are yes, 23.6% are no, 26.8% are maybe, 4.9% are not sure.

TABLE: 7.1.14 DOES WELFARE PROGRAMS IMPROVE THE ORGANIZATION REPUTATION IN THE INDUSTRY?

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Significantly	75	61%
Some what	34	27.6%
Not much	14	11.4%
Grand Total	123	100%

Source: primary data

INTERPRETATION:

The above table represents the welfare programs improve the organization reputation in the industry. The above data shows that 61% are significantly, 27.6% are somewhat, 11.4% are not much.

TABLE: 7.1.15 DO WELFARE INITIATIVES CONTRIBUTE TO YOUR LONG TERM CAREER GROWTH?

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Significantly	61	49.6%
Some what	34	27.6%
Neutral	21	17.1%
Not at all	07	5.7%
Grand Total	123	100%

Source: Primary data

INTERPRETATION:

The above table represents the welfare initiatives contribute to your long term career growth. The above data shows the 49.6% are significantly, 27.6% are somewhat, 17.1% are neutral, 5.7% are not at all.

TABLE: 7.1.16 HOW HAS WELFARE IMPACTED YOUR MOTIVATION AT WORK?

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Increased significantly	63	51.3%
Increased moderately	42	34.1%
No impact	16	13%
Decreased	02	1.6%
Grand Total	123	100%

Source: Primary data

INTERPRETATION:

The above table represents the welfare impacted your motivation at work. The above data shows 51.3% are increased significantly, 34.1% are increased moderately. 13% are no impact, 1.6% are decreased.

TABLE: 7.1.17 HOW SATISFIED ARE YOU WITH THE WELFARE INCENTIVE PROVIDED BY YOUR ORGANIZATION?

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Very satisfied	64	52%
Satisfied	46	37.4%
Dissatisfied	12	9.8%
Very dissatisfied	01	0.8%
Grand Total	123	100%

Source: Primary data

INTERPRETATION:

The above table represents the 52% are very satisfied, 37.4% are satisfied, 9.8% are dissatisfied, 0.8% are very dissatisfied.

7.2 CHI SQUARE ANALYSIS

Relationship between age group and current role/position in the company

Particulars	Entry level	Management	Mid level	Senior level	Total
21-25	43	0	9	4	56
25-35	2	9	29	14	54
35-45	0	4	2	7	13
Over 45	-	-	-	-	-
Total	45	13	40	25	123

Chi – square value	Degree of freedom	PV value
84.381 ^a	6	0.000

INTERPRETATION:

From the above table, it is found that the p value is 0.00 less than expected value 0.05 here there is significant relationship between age group and current role/position in a company.

8. FINDINGS

- ❖ Most respondents (45.5%) belong to age group 21-25.
- ❖ The majority of respondents (74.8%) are male.
- ❖ The majority of respondents (53.77%) have a bachelor degree.
- ❖ The majority of respondents (59.3%) are 4 members in a family.
- ❖ Most respondents (45.5%) have a salary range up to 20000.
- ❖ The majority of respondents (43.1%) have a member up to 200 in a organization.
- ❖ The majority respondents (36.6%) are entry level job role.
- ❖ The majority of respondents (37.4%) are 3 year experience in job.
- ❖ The majority of respondents (53.7%) says somewhat familiar with welfare.
- ❖ The majority of respondents (46.3%) says annually reviewed welfare policies.
- ❖ The majority of respondents (49.6%) says equally accessible the welfare programs.
- ❖ The majority of respondents (22.8%) say education and training.
- ❖ The majority of respondents (44.7%) are yes to satisfy the individual needs.
- ❖ The majority of respondents (61%) says significantly improves organization reputation.
- ❖ The majority of respondents (49.6%) says significantly contribute long term growth.
- ❖ The majority of respondents (51.3%) says increased significantly to motivated to work.

- ❖ The majority of respondents (52%) says satisfied by providing the incentives.

10.SUGGESTION:

- ❖ Most of respondents suggested that need to improve some other welfare schemes to their employees.
- ❖ Employees wanted more new policies like wellness initiatives, medical insurance, paid sick leaves, retirement benefits etc.
- ❖ Introduce flexible and hybrid work models.

11. CONCLUSION:

In any organization, human resources are crucial. This department is concerned with employee welfare facilities since only when employees are satisfied with them will the organization productivity rise. It is evident from the analysis of employee welfare facilities in the IT sector that businesses are eager to promote all of the welfare services offered by the sector. To ensure long-term success and employee satisfaction, businesses must constantly modify their welfare programs to accommodate the changing needs of their workforce.

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