Inspira-Journal of Commerce, Economics & Computer Science (JCECS)
(A National bi-lingual Quarterly Double Blind Open Access Peer Reviewed Refereed Journal)
ISSN : 2395-7069(Print), Impact Factor: (Cosmos 7.650 & I2OR 5.120), Volume 12, No. 03, July-September, 2026, pp. 152-157

# Lifestyle Factors and Savings Behaviour among the it Professionals in the Ernakulam District

**Sub. Lt. (Dr.) Vineeth Chandra K. S[1*], Dr. Reshma Pillai S[2], Suvidya V[3] & Neha S.[4]**

[1]Assistant Professor and Head, PG & Research Department of Commerce, Sanatana Dharma College, Alappuzha, Kerala.
[2]Assistant Professor, PG Department of Commerce, SVRNSS College, Vazhoor.
[3]Research Scholar, PG & Research Department of Commerce, Sanatana Dharma College Alappuzha, Kerala.
[4]M.Com Student, PG & Research Department of Commerce, Sanatana Dharma College Alappuzha, Kerala.

[*]Corresponding Author: vinusdcollege@gmail.com

***Citation**: Chandra, V., Pillai, R, Suvidya, V. & Neha, S. (2026). Lifestyle Factors and Savings Behaviour among the it Professionals in the Ernakulam District. Journal of Commerce, Economics & Computer Science, 12(03), 152–157. https://doi.org/10.62823/jcecs/12.03.9409*

### Abstract

*This study examines the lifestyle factors influencing the savings behaviour of Information Technology (IT) professionals in Ernakulam district, Kerala. With the rapid growth of the IT sector and its associated high-income employment, professionals in this field often adopt distinct lifestyle patterns characterized by urban living, high consumption, and demanding work schedules, which may significantly impact their financial habits. The study adopts a descriptive and analytical research design, collecting primary data from 100 IT professionals through a structured questionnaire and employing statistical tools such as t-test, ANOVA, and Pearson correlation for analysis. The findings reveal that while gender does not significantly influence lifestyle factors or savings behaviour, work experience has a significant impact on both. Furthermore, a significant positive relationship was found between lifestyle factors and savings behaviour, indicating that professionals with more disciplined lifestyle habits tend to save more effectively. The study concludes that enhancing financial literacy and promoting systematic saving practices can improve the long-term financial well-being of IT professionals, offering useful insights for employees, employers, financial institutions, and policymakers.*

***Keywords**: Information Technology Professionals, Lifestyle Factors, Savings Behaviour, Financial Literacy, Work Experience.*

## Introduction

Information Technology (IT) refers to the capabilities offered by computers, software applications, and telecommunications systems to acquire, process, and deliver data, information, and knowledge to individuals and organizations. The rapid advancement of IT has transformed nearly every dimension of personal and professional life, positioning the sector as one of the fastest-growing and most influential industries in the global economy. In India, IT has emerged as a major source of high-income employment, particularly among educated young professionals, driven by globalization, digital transformation, and the expansion of multinational corporations. Comprising IT services and Business Process Outsourcing (BPO), the sector has made substantial contributions to national economic development, further strengthened by government initiatives such as 'Digital India' and supportive policy measures including Export Oriented Units (EOUs), Software Technology Parks (STPs), and Special Economic Zones (SEZs), which reshaped India's image into a global hub of technological innovation.

The growth of the IT industry has brought significant changes to the lives of those employed within it. IT professionals form a highly educated, well-compensated, and geographically mobile workforce, closely integrated into the global services economy, whose employment characterized by high income, demanding schedules, and financial independence at a young age has given rise to distinct lifestyle patterns (Kaimal, 2020) that may significantly influence their spending habits (Manikandan & Tamilarasi, 2020), work-life balance (Dash et al., 2012), and overall occupational well-being (Lalloo et al., 2021). Prior research also indicates that investment awareness and financial knowledge play a critical role in shaping the financial decisions of IT professionals (Ramanujam, 2018), yet the relationship between everyday lifestyle choices and long-term savings behaviour remains an area requiring further empirical investigation (KJ & PS, 2015). Ernakulam district, a key commercial and IT hub of Kerala, has witnessed considerable growth in IT-related employment with the establishment of IT parks and technology campuses, making it essential to understand how lifestyle factors such as spending patterns, work-life balance, and consumption preferences among these professionals relate to their savings behaviour. Against this backdrop, the present study examines the lifestyle factors influencing IT professionals in Ernakulam district and analyzes their impact on savings behaviour, contributing to a better understanding of the financial and social dynamics of one of Kerala's most economically significant professional communities.

**Statement of the Problem**

The present study addresses on Lifestyle Factors and Savings Behaviour among the Information Technology Professionals in the Ernakulam District. While several studies have examined the investment behaviour of IT professionals focusing on their awareness, perceptions, preferences, decision-making processes, and factors influencing their investment choicesas well as their consumption practices and their impact on lifestyle, limited research has explored the direct relationship between lifestyle and savings. Understanding this relationship is particularly significant, as IT professionals, being part of a highly paid workforce, often exhibit unique spending patterns that differ from those in other service sectors. Their work nature, environment, and requirements distinguish them from peers with similar educational qualifications. Moreover, IT professionals often embody a form of consumerism that helps them maintain a distinctive identity within the information society.

**Significance of the Study**

This study examines how the income patterns, spending habits, and lifestyle choices of IT professionals influence their saving behaviour. While IT professionals generally earn stable, comparatively higher incomes, their lifestyle is often marked by urban living, high consumption, work stress, and technology-driven routines. Understanding this link helps determine whether higher income truly translates into financial security or merely fuels increased expenditure.

The study holds practical value for financial planning and awareness among IT professionals, who often face irregular schedules, job pressure, and shifting career trendsfactors that can affect financial discipline. It offers empirical insights into how income level, consumption behaviour, health habits, and work-life balance shape personal savings, and highlights how a convenience-oriented, high-expense lifestyle can undermine savings despite good earnings, encouraging more responsible financial habits. The study serves as a foundation for future research on occupational lifestyle and savings patterns in emerging professional sectors, while offering organizations insights to develop financial wellness programs for employees. It is also relevant to policymakers and financial institutions, helping banks, insurers, and financial advisors design savings schemes, investment plans, and financial products tailored to the needs of IT professionals.

**Scope of the Study**

The scope of the present study is limited to examining The Lifestyle Factors and Savings Behaviour Among the Information Technology Professionals in the Ernakulam District only. The study focuses on how income levels, spending habits, and lifestyle choices influence the ability and willingness of IT professionals to save.The study conducted here focuses on the correlation between savings behaviour and lifestyle patterns of IT professionals. The investigation aims to explore how income, spending habits, and lifestyle choices affect the savings capacity and inclination of IT professionals.

**Objectives**

- To determine whether lifestyle factors varies across gender and work experience.
- To determine whether savings behaviour varies across gender and work experience.
- To examine the relationship between the lifestyle factors and the savings behaviour of Information Technology (IT) professionals.

**Research Methodology**

The study adopts a descriptive and analytical research design, wherein the descriptive design is used to outline the lifestyle factors and savings behaviour among IT professionals in Ernakulam district, and the analytical design is employed to examine the relationship between these variables. Primary data were collected directly from IT professionals working in Ernakulam district through a structured questionnaire covering demographic profile, lifestyle factors, income, expenditure pattern, savings behaviour, and investment preferences, while secondary data were drawn from academic journals, books, online articles, and relevant case studies to enrich the study's context. Convenience sampling was adopted due to time and accessibility constraints, with efforts made to ensure demographic diversity in terms of age, education, marital status, and income, and a total of 100 IT professionals from Ernakulam district were selected as the sample for the study.

**Review of Literature**

A substantial body of research has examined the investment and financial behaviour of IT professionals, often linking it to demographic and awareness-related factors. Selvaraj N (2021) studied the investment behaviour of IT professionals in Tamil Nadu, analyzing demographic factors, investment sources, and awareness using Chi-Square, T-Test, ANOVA, and multivariate analysis. Similarly, Mahabub Basha et al. (2022) explored financial literacy and investment behaviour among IT professionals, focusing on risk tolerance, financial objectives, and factors motivating investment among young professionals through ANOVA, T-test, Chi-square, and correlation analysis. Ramanujam (2018) examined whether investment awareness affects decision-making among IT professionals using both primary and secondary data, while Kathiravan et al. (2021) specifically studied financial knowledge and investment decisions among 200 female IT professionals in Hyderabad using convenience sampling. Madaan and Singh (2020) further confirmed that demographic and financial awareness variables positively influence investment behaviour, applying SPSS-based statistical tools. In a related study, Thiru Arooran et al. (2019) analyzed investment preferences among IT professionals in Tamil Nadu using ANOVA, Garrett ranking, factor analysis, and regression techniques, while Ganesh Kumar and Ramanaiah (2015) established a significant association between investment behaviour and motivation levels among IT sector employees. More recently, Gupta (2023) investigated saving opportunities, investment behaviour, and financial literacy among 90 IT professionals, finding a strong link between financial knowledge and investment decisions using SPSS-based descriptive statistics, ANOVA, and t-test. Complementing these investment-focused studies, Manikandan and Tamilarasi (2020) examined the determinants of spending habits among IT employees, revealing that gender, marital status, and family income significantly influence spending levels, as analyzed through simple percentage and chi-square methods.

Alongside financial behaviour, several studies have explored the lifestyle, health, and work-related dimensions of IT professionals' lives. Kaimal (2020) examined the consumption pattern and its influence on lifestyle among IT professionals in Kerala, concluding that consumption practices have a profound impact on lifestyle choices. In the domain of occupational health, Lalloo et al. (2021) highlighted the limited understanding of health, lifestyle, and occupational risk factors among IT workers, particularly regarding non-communicable disease risks, while Baxter (2015) found a significant relationship between weekly working hours, number of children in the household, and work-life balance among IT professionals. Building on this theme, Mathew Magdalene (2021) studied the work-lifestyle relationship balance and its impact on organizational commitment and job satisfaction using percentage analysis, Chi-square, ANOVA, factor analysis, and structural equation modelling. Related organizational behaviour studies by Agrawal (2013) and Ramya T (2019) further reinforced these findings Agrawal established links between organizational citizenship behaviour, job satisfaction, and occupational role stress, while Ramya T found that lower organizational commitment was associated with lower turnover intention among employees. Collectively, these studies indicate that while considerable research has addressed investment behaviour and lifestyle-related stressors among IT professionals independently, limited attention has been given to the combined influence of lifestyle factors on savings behaviour specifically within the Ernakulam district context, thereby justifying the need for the present study.

**Data Analysis**

**Table 1: Reliability Statistics – Lifestyle Factors**

| Cronbach's Alpha | Cronbach's Alpha based on standardized Items | No. of items |
|---|---|---|
| 0.712 | 0.710 | 12 |

Items used for measuring the lifestyle factors of IT professionals have Cronbach's Alpha more than 0.7. So it is reliable for further analysis.

**Table 2: Reliability Statistics – Savings Behaviour**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | No. of Items |
|---|---|---|
| .852 | .860 | 12 |

Items used for measuring the savings behaviour of IT professionals have Cronbach's Alpha more than 0.8, so it is reliable for further analysis.

**Table 3: Independent Sample Test**

| Lifestyle Factors | t-test for Equality of means | | |
|---|---|---|---|
| | t | Df | Sig(2-tailed) |
| Equal variances assumed | 1.228 | 98 | .222 |
| Equal variances not assumed | 1.192 | 61.578 | .238 |

The independent sample t-test was conducted to examine the difference in lifestyle factors with respect to gender among IT professionals in Ernakulam district. The result shows a t-value of 1.228 with a significance value (2-tailed) of .222, which is greater than the 0.05 level of significance. Hence, the null hypothesis (H0) is accepted, and it can be concluded that there is no statistically significant difference in lifestyle factors between male and female IT professionals, indicating that gender does not have a significant influence on the lifestyle factors of IT professionals in the study area.

**Table 4: Independent Sample Test**

| Savings Behaviour | t-test for Equality of Means | | |
|---|---|---|---|
| | t | Df | Sig(2-tailed) |
| Equal variances assumed | -1.015 | 98 | .313 |
| Equal variances not assumed | -.941 | 54.637 | .351 |

The independent sample t-test was conducted to examine the difference in savings behaviour with respect to gender among IT professionals in Ernakulam district. The result shows a t-value of -1.015 with a significance value (2-tailed) of .313, which is greater than the 0.05 level of significance. Hence, the null hypothesis (H0) is accepted, and it can be concluded that there is no statistically significant difference in savings behaviour between male and female IT professionals, indicating that gender does not have a significant influence on the savings behaviour of IT professionals in the study area.

**Table 5: ANOVA**

| | Sum of Squares | Df | Mean Square | F | Sig |
|---|---|---|---|---|---|
| Between Groups | 1.685 | 3 | .562 | 3.419 | .020 |
| Within Groups | 15.767 | 96 | .164 | | |
| Total | 17.452 | 99 | | | |

The One-Way ANOVA was conducted to examine the difference in lifestyle factors with respect to work experience among IT professionals in Ernakulam district. The result shows an F-value of 3.419 with a significance value of .020, which is less than the 0.05 level of significance. Hence, the null hypothesis (H0) is rejected, and it can be concluded that there is a statistically significant difference in lifestyle factors across different levels of work experience, indicating that work experience does have a significant influence on the lifestyle factors of IT professionals in the study area.

**Table 6: ANOVA**

| | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 2.288 | 3 | .763 | 3.731 | .014 |
| Within Groups | 19.619 | 96 | .204 | | |
| Total | 21.907 | 99 | | | |

The One-Way ANOVA was conducted to examine the difference in savings behaviour with respect to work experience among IT professionals in Ernakulam district. The result shows an F-value of 3.731 with a significance value of .014, which is less than the 0.05 level of significance. Hence, the null hypothesis (H0) is rejected, and it can be concluded that there is a statistically significant difference in savings behaviour across different levels of work experience, indicating that work experience does have a significant influence on the savings behaviour of IT professionals in the study area.

**Table 7: Pearson Correlation Analysis**

| Lifestyle Factor | | Lifestyle Factor | Savings Behaviour |
|---|---|---|---|
| | **Pearson Correlation** | 1 | .355** |
| | **Sig. (2-tailed)** | | <.001 |
| | **N** | 100 | 100 |
| Savings Behaviour | **Pearson Correlation** | .355** | 1 |
| | **Sig. (2-tailed)** | <.001 | |
| | **N** | 100 | 100 |

A Pearson correlation analysis was conducted to examine the relationship between lifestyle factors and savings behaviour among IT professionals in Ernakulam district. The result shows a correlation coefficient of $r = .355$, with a significance value ($p < .001$), which is less than the 0.01 level of significance. Hence, the null hypothesis (H0) is rejected, and it can be concluded that there is a statistically significant positive relationship between lifestyle factors and savings behaviour, indicating that as lifestyle factors improve among IT professionals, their savings behaviour also tends to improve correspondingly.

**Major Findings**

- The independent sample t-test indicates that there is no significant difference in lifestyle factors with respect to gender among IT professionals.
- The independent sample t-test indicates that there is no significant difference in savings behaviour with respect to gender among IT professionals.
- The ANOVA results reveal that there is a significant difference in lifestyle factors with respect to work experience among IT professionals.
- The ANOVA results indicate that there is a significant difference in savings behaviour with respect to work experience among IT professionals.
- The correlation analysis demonstrates a significant and positive relationship between lifestyle factors and savings behaviour of IT professionals, indicating that respondents with more positive lifestyle factors tend to exhibit better savings behaviour.

**Conclusion**

The present study, "Lifestyle Factors and Savings Behaviour among IT Professionals in Ernakulam District," examined how lifestyle factors influence the savings behaviour of IT professionals. The findings reveal that most respondents follow responsible financial practices, such as budgeting, controlling unnecessary expenses, maintaining emergency funds, and saving for future goals, though limited exposure to financial literacy programmes indicates a need for greater financial awareness. Hypothesis testing showed that gender does not significantly influence lifestyle factors or savings behaviour, whereas work experience has a significant impact on both, suggesting that financial attitudes and saving practices improve with experience. Additionally, a moderate positive and statistically significant relationship was found between lifestyle factors and savings behaviour, indicating that disciplined financial habits contribute to better savings outcomes. The study concludes that positive lifestyle factors enhance savings behaviour among IT professionals, and improving financial literacy along with encouraging systematic saving and investment practices can strengthen their long-term financial security. These findings may prove useful for IT professionals, employers, financial institutions, and policymakers in designing initiatives that promote effective financial planning and responsible savings behaviour.

**Reference**


1. Arooran, G. T., Raj, S. A., Sai, B. K., & Chandran, O. J. (n.d.). *Retail investment influencing and decision-making factors among information technology professionals: Evidence from Tamil Nadu, India*.
2. Banu, A. R. (2014). *Development of an instrument to measure work life balance of IT professionals in Chennai*.
3. Barber, L. K., Grawitch, M. J., & Maloney, P. W. (2016). *Work-life balance: Contemporary perspectives*.
4. Babu, G. R., Sathyanarayana, T. N., Ketharam, A., Kar, S. B., & Detels, R. (2015). Perceived occupational stressors and the health software professionals in Bengaluru, India. *The Qualitative Report, 20*(3), 314–335.
5. Dash, M., Anand, V., & Gangadharan, A. (2012). Perceptions of work-life balance among IT professionals. *IUP Journal of Organizational Behavior, 11*(1).
6. Ganesh Kumar, S., & Ramanaiah, G. (2015). *Investment patterns and perceptions of IT professionals—A study with special reference to selected IT firms in Chennai*.
7. Kaimal, L. S. (2020). Consumption pattern and its influence on lifestyle among IT professionals in Kerala. *Editorial Board, 9*(5), 48.
8. Kathiravan, C., Padmaja, B., Rajasekar, A., Velmurgan, S., Mahalakshmi, P., Chandramouli, E., Suresh, V., & Dhanalakshmi, K. (2021). Women in the information technology sector's exploring financial knowledge and investment decision. *PalArch's Journal of Archaeology of Egypt/Egyptology, 18*, 782–792.
9. KJ, A., & PS, A. (2015). Saving and investment behaviour–Review and an agenda for future research. *Contemporary Commerce Review*.
10. Lalloo, D., Lewsey, J., Katikireddi, S. V., Macdonald, E. B., & Demou, E. (2021). Health, lifestyle and occupational risks in information technology workers. *Occupational Medicine, 71*(2), 68–74.


❑❑❑