

The Impacts of Job Stress on Graphic Designers' Performance in the Lahore, Pakistan

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ABSTRACT

This study is about job stress in the life of graphic designers working in Lahore. Graphic designing is a creative field and designers today seek to create unique visuals for the world through their novel ideas, creativity, and strategic design thinking. They try to portray their knowledge of social awareness, through the animations. However, globalization has increased the competition and speed in the field of graphic designing, and studies show that there is a positive relationship between globalization and stress. So, today's graphic designers are leading a stressful life. Moreover, the literature shows that stress may reduce the level of job performance. Accordingly, this research is an effort to visualize the stressful life of a graphic designer and its relation to job performance. This study covers some determinants of stress in the life of graphic designers; including anxiety, workload, job insecurity, interpersonal relations, and work-family conflicts. Moreover, data has been collected from various firms in Lahore through adopted and modified questionnaires. The results of the study suggest that work pressure has a significant negative impact on the job performance of designers. The purpose of this study was to develop an animated short film that shows the impact of job stress and its determinants on the life of a graphic designer. It's an effort to show the struggle of a graphic designer who works tirelessly in this stressful situation. This study will be helpful for the top management of firms. It will help them understand the stress level of graphic designers so that they may realize their anxiety and make corrective decisions so that they would not be losing themselves both physically and mentally.

Keywords: Job stress, graphic designers stress, overload, workload

INTRODUCTION

An employee spends one third of his life on work (Shahnaz Sabir Masih & Robina Noreen, 2025). mentioned in his research work that unfair treatment and biased behavior increased frustration among employees resulting into low performance. Another research study indicates that employee performance is a key factor associated with the success of every organization. Finding different means through which employees' performance could be achieved is becoming one of the critical factors for any organization success (Conceição & Palma-Moreira, 2025). Employee performance could be achieved by putting efforts to factors to enhance employees' motivation level that is less stressful environment empowerment of employees and comfort workplace environment etc. The research conducted by(Herminingsih, 2025) revealed that, it has been remained the prime objective of all organizations to produce a work place where

employees sincerely care of organizational objectives and can feel sense of ownership for results that they frequently try to make them desirable.

According to (Majidi et al., 2026) viewed stress is the perception of inconsistencies of environmental demands and individuals' demands. Some authors concluded that stress is the interaction between individual and environment which result into his or her mental or physical conditions. stress is the deficit of physical and mental conditions by perceived danger. The ILO (International Labor Organization, 1986), recognized stress is a major challenge to individual's mental health, physical health and also as a challenge to organizational health.

Various researches supported negative relationship between Job Stress and Employees Performance but few of them find positive relationship between these two. stress is not always bad for employees. It can be assumed that stress up to some extent is good for employees' performance which is supported by many researchers indicated that negative organizational performance as well as individual performance not always come with occupational stress. The author assumed that certain level of job stress is favorable. The author also indicated that job stress beyond certain level of forbearance is harmful.(Ahmad et al., 2025)

In support to above, studies conducted in the context of Pakistan have indicated positive relationship of work stress and employee's performance. Studies assumed that if employees are multi-talented and are ambitious in achieving their goals then stress could have positive impact on their performance which enhances organizational performance as a whole.

Statement of the Problem

Stress levels in graphic designers' offices are rising daily due to technological advancements. Workplace stressors include workload, job security, role conflicts, independence, transition work, low pay, technological issues, and more. Insecurity is the source of the stress. According to certain research, stress can be lethal and cause a variety of health issues that can shorten a person's life. Analyses of significant and prevalent functional issues, such as shifts and occupational safety pressures, are urgently needed. It turns designers into machines that work nonstop; they are not mentally free from that work, and eventually they become burned out and cease to be productive in both their personal and professional lives.

Pressure at work has an adverse effect on employees as well as the productivity of the business. Employees' physical, mental, and behavioral health are all impacted by work-related challenges. Employee mental health is negatively impacted by occupational stress, which also raises the risk of anxiety, exhaustion, depression, and drug addiction. Stressed-out workers may engage in unhealthy habits like smoking, abusing drugs and alcohol, and eating poorly. However, there may be both advantages and disadvantages to this relationship. Stress is a natural reaction to danger and threat, preparing people to defend themselves (Herminingsih, 2025). Given the aforementioned arguments, it is reasonable to assume that employee performance is correlated with stress.

Significance of Study

This study contributes valuable literature in this area. The study will be beneficial for all the stakeholders which include, employees, policymakers, and new graphic designers. This study will also helpful for top management to formulate those policies that can reduce the level of stress. This study is to draw attention to psychological stress and emotional collapse also highlight the importance of job stress among workaholic people. This study will act as a help to the office workers by making them aware of what is stress which leads to burnout. Resultantly, it will lead them to be alert if they are suffering already. Also, this research will play a part as a precautionary measure for those who are in danger to be the target of

stress. For this purpose, I intended this project to use 2D traditional animation as a medium of a message and to give another direction to the Pakistani audience about their emotional and mental health.

Objectives of Study

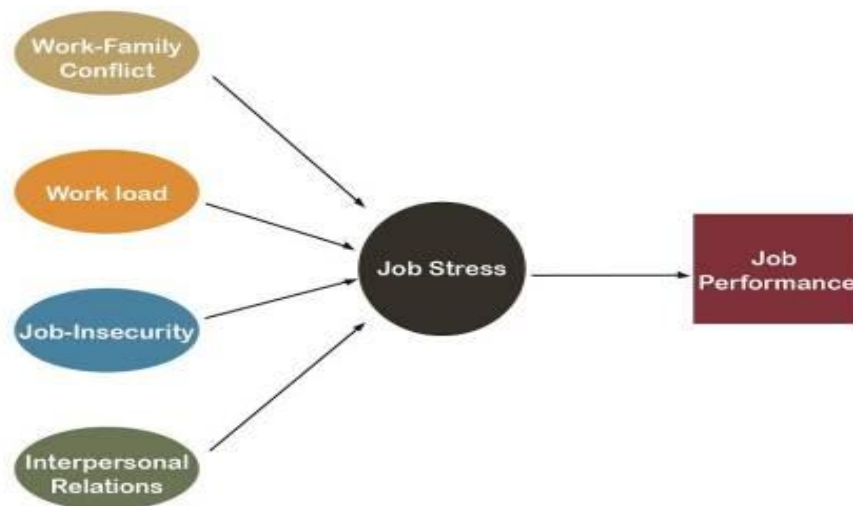
1. To assess the effect of stress on job performance.
2. To investigate the effect of Work-family conflict on job performance among the graphic designers working in Lahore to develop an emotional connection through multimedia.
3. To analyze the effect of workload on job performance amid graphic

Hypothesis

H1: There is a significant relationship between job stress and graphic designers' performance.

H2: Employees stress has impact on graphic designers' performance.

Conceptual framework



The conceptual framework shows how important workplace elements, job stress, and job performance are related. This model views job stress as a mediating variable that is influenced by a number of independent variables, including work-family conflict, workload, job insecurity, and interpersonal relationships. These elements are significant personal and organizational stressors that affect workers' mental and emotional health. While job insecurity breeds uncertainty and anxiety about career stability, increased work-family conflict and an overwhelming workload put strain on employees' time and energy. Tension, discontent, and emotional strain can also result from bad interpersonal relationships at work. These elements work together to increase job stress, which has a direct impact on job performance, the study's dependent variable.

LITERATURE REVIEW

Job Stress

The changes in life or any new event can bring stress with them. Moreover, Working in an environment that is full of demanding jobs can make your life stressful. Hard workers who suffer from job chronic stress belong to different sectors like health care, social justice, and IT. No matter how hard we try, we can never get enough way to get out of it. The price people paying are health problems and loss of confidence. Work Stress Symptoms include Exhaustion, Difficulty Focusing on Weariness, Feebleness, Insomnia, Chest pain and rapid heartbeat, Nervousness, Irritation, and Depression. The difference in everything is reduced work performance and reduces confidence (Hoboubi et al., 2017).

In Pakistan, many workers mentioned that they feel tired and which motivates them to quit their job. Moreover, they described too much pressure and too much responsibility from their managers and customers as a source of stress for them. These workers reported poor compensation for their efforts, they believe that they are getting poor wages against selling their excellent services to the customers.

There is a direct relationship of external effort with high commitment on one side and emotional exhaustion on the other. Reward and appreciation often motivate men's working attitudes, while women look for a better workplace. In Pakistan, they reported sick leave higher because of teacher stress. Sick leave due to stress is common in Pakistan. The shocking findings were that 19.2% of Pakistani teachers aged 26 to 35 were on sick leave due to stress (Blair Winkler et al., 2024).

Job performance

The most critical goal of every professional whether it's a manager or lower level employee is to bring greater performance at job and to support their fellows, teams, and colleagues to bring the same. As a result, the ideology of work performance (sometimes called performance) is a crucial aspect of management. In spite of greater popularity of job performance and its wide usage as a tool of management, organizations hardly deal with its reality, its standards, and the areas that needs more improvement. At the standard level, job performance defines a person's contribution to the success of the organization. To some degree it is limited and measurable, the performance of a task can be divided into various dimensions. The features of job performance vary with framework used. Additionally, there is a unity in the scientific society that the performance consists of two parts of the play. (Lei et al., 2025)

Stress can be positive as well as negative for the task performance, depending on its level. In the absence of, job challenges are reduced, which decreases job performance. With the gradual increase in stress, work performance also increases, because it aids a person to collect and utilise resources to fulfill work needs. Finally, the time comes when the pressure reaches its fullness level equal to about the working day of the daily worker. Beyond this point, pressure does not show signs of improvement in job performance. Eventually, when stress is too high, it becomes a destructive force. Excessive stress disrupts performance which decline the overall job performance. The employee become unable to deal with the situation, fails to take decisions, and shows misconduct. If the pressure keep up rising even more it comes to the point where it can break. At this stage of the breakup, the employee is very upset and mentally disabled. Soon he is completely broken. Employment becomes zero, no longer sounding like working for their employer, increased absenteeism, eventually leading to resignation or dismissal (Inayat & Jahanzeb Khan, 2021).

Job insecurity is perceived as job stress, because prospect of job loss might be seen as a root of anxiety which consider it as crucial as the actual loss. For this reason, emerging research has focused on job insecurity that can be destructive for employees. It has been seen that job insecurity has a profound effect on the attitude of employees, inculcating their job satisfaction and organizational commitment. Job insecurity refers to ideas of subordination to work conditions, in particular, regarding the loss of

employment stability and the continuation of employment relations with no organization. Job insecurity does not mean fear or expectation of job loss for each individual. It is a modest discernment about prospected job losses and low dependence on prospected job stability.

called Routine it's about a young man who is caught in the traps of life, where every day is like the last one. There is no contentment in love, and for a long period in his life because of such routine days, weeks, months, or even years. A day in his life took him on a apparent form. The monotonous routine of the appears as a dynamic monster that's been getting bigger every day. His arms and legs extend it, and his vision is becoming more and more threatening. The immutability of a young man's life, from the origins of the sample, is rapidly growing day by day in his life. The sample was always in the vicinity of a tired man, and don't let him have a minute." In addition, the routine is started, the control of a person's life, and now it's too late for that - it does not have a chance to do something to change it.(Prudente et al., 2025)

Research Design

Convenient sampling techniques had been used by the researcher to get good response from the selected population of Lahore. All the Graphic designers working in private firms located in Lahore were the population of this study. The total number of graphic designers is 1000 revealed by the administration of firms in Lahore and the total number of firms is 50. The total sample size of this study is 278. The respondents presented their views on a five-point Likert Scale varying from 1 (Strongly Disagree) to 5 (Strongly Agree). The questionnaire consists of four sections. The demographic section was kept on the top of the questionnaire, followed by questions on Job Stress and Employees Performance. The collected data was entered to Statistical Package for Social Sciences (SPSS-18) manually and the results obtained were analyzed. The data has been analyzed and processed in SPSS V26 and the following techniques have been used. Reliability descriptive, correlation analysis, Regression and Anova Analysis have been applied

FINDINGS AND DISCUSSION

The data has been collected from various firms in Lahore through adopted and modified questionnaires. The results of the study suggest that work pressure has a significant negative impact on the job performance of designers. The purpose of this study was to develop an animated short film that shows the impact of job stress and its determinants on the life of a graphic designer. It's an effort to show the struggle of a graphic designer who works tirelessly in this stressful situation.

Table 1:

Variable (Demography)	Frequency	Percentage
Gender		
Male	276	99.2
Female	02	0.8
Total	278	100.0
Age		
18 to 20	60	21.58
21 to 25	110	39.57
26 to 29	50	17.99
30 and above	58	20.86
Total	278	100.0

The graphic designers were frequently asked if they were male or female in the first demographic question.

The table below shows that there were 276 male respondents, or 99.2 % of the total, and 0.2% of female respondents, 100.0% of the total, are of both genders.

Furthermore, table showed that .60 students are between the ages of 18 and 21.

110 pupils are in the age range of 21 to 39.57, in the 26–29 age range students are 20.86 % , finally 58 students are above than 30 age.

Table: 2 Reliability Analysis of the sample data (on n = 276)

Description	Cronbach's Alpha	No of Items
Job Stress (JS)	0.841	24
Employee Performance (EP)	0.814	07
Total	0.828	31

The Spearman's correlation coefficient has been utilized in the Statistical Package for the Social Sciences (SPSS, V.18) to ascertain the association between variables. The correlation between the study variables Job Stress (JS) and Job Performance (JP) is calculated across the graphic designers of Lahore city. Table 3 of Spearman's correlation coefficient shows that the variables are related to each other.

Table 3. Summary of Correlations

Correlation Analysis		JS	JP
JS	Pearson Correlation	1	0.336**
	Sig. (2-tailed)		0.000
	N	276	276
JP	Pearson Correlation	0.336**	1
	Sig. (2-tailed)	0.000	
	N	276	276

At the 0.01 level (2-tailed), there is a significant correlation between job stress (JS) and job performance (JP). The Pearson Correlation value shows that the coefficient value of all the variables is between 0.3 and 0.7, which means that there is a moderate correlation. The correlation coefficient of 0.336 between Job Stress (JS) and Employee Performance (EP) shows a moderate positive relationship between the two variables. Likewise, the correlation between Job Stress (JS) and Employee Performance (EP) is statistically significant, with a p-value of 0.000 at the 0.01 level in a two-tailed test. The results support the acceptance of the first hypothesis (H1), which posits a significant relationship between Job Stress (JS) and Employee Performance (EP).

Table 4. Summary of Multiple Regression Analysis of Variables

Model	Un-Standardized Co- efficient.			Standardized Co-efficient	t-test	Sig
		B	Std. Error	Beta		
1	(Constant)	2.530	.182		13.886	0.000
	Job Stress	.281	.052	.336	5.351	0.000

Dependent variable: JP (7), JS=Job Stress,

Table 4 shows how each independent variable affects the dependent variable. You can check for individual differences in both columns, the un-standardized coefficient and the standard coefficient. The value in the "B" column of the un-standardized coefficient can be useful because the same scale (5-point Likert Interval Scale) was used to measure the independent variable. The findings demonstrated that 28.1% of the variations are attributable to job stress.

Table: 4.1: ANOVA Results

Model		Sum of Squares	Df	Mean Square	F-Test	Sig.
1	Regression	7.067	1	7.067	28.637	0.000
	Residual	55.529	225	0.247		
	Total	62.597	226			

Dependent variable: EP; predictors: (constant), JS14, b.

The purpose of the hypothesis H2 was to determine whether independent variables, such as Job Stress (JS), could significantly explain or lead to changes in the dependent variable, Employee Performance. In this case, we take the F-Statistic value and compare it to the significance value. The hypothesis (H2: Job Stress "JS" has an impact on Employees Performance "EP") suggests that Job Stress "JS" significantly explained variations in the dependent variable Job Performance because the estimated "F" statistic value is 28.637, which is significant at 0.000. In addition, the F-statistic value of 28.637 is sufficiently high, therefore we may confidently believe that the model is trustworthy.

Table 4.2: Summary of Results

Research Hypothesis		Results
H1:	There is a significant relationship between job stress and graphic designers' performance	Accepted
H2:	Employees stress has impact on graphic designers' performance	Accepted

However, there is frequently a negative correlation between Job Stress (JS) and Employee Performance (EP) in other organisations. Researchers Carson, Butcher, & Coleman (1988), Salami, Ojokuku, & Ilesanmi (2010), and Bashir & Ramay (2010), for instance, conducted studies that demonstrate a negative association. This is because the majority of research on job stress and worker performance has been done in developed nations. As a result, the specific culture of those industrialised nations is reflected in these research. Other factors could be the type of the firm or sector. Stress can be deemed detrimental to employees' performance in industrialised nations, when there are numerous job opportunities, conventional job operating procedures, and appropriate reward and recognition. This leads to job turnover or job switching. However, unemployment, a lack of resources, a lack of standard operating procedures, and bad management make it difficult to find employment in developing nations like Pakistan. In this case, stress can be a significant factor in inspiring workers to perform well.

CONCLUSION

Designers today want to create something new for the world by using creativity and creative thinking while showing off their public awareness skills. however due to globalization the job of graphic designers is quite stressful, and this may reduce the level of job performance. Graphic designers working in Lahore are facing stress due to heavy workload, job insecurity, interpersonal relations, and work-family conflict. The study has been conducted in Lahore, and data collected from graphic designers working in different firms. Data has been collected through adopted and modified questionnaires. Results suggested that stress has a significant negative impact on the job performance of graphic designers. The findings of the study

further indicated that workload, work-family conflict, interpersonal relations, and job insecurity has a significant negative impact on job performance. The purpose of this study to develop an animated film that shows how job stress affects and to show the struggle of a worker who works tirelessly in this situation, with the help of animation

RECOMMENDATIONS

This study will be helpful for top management of firms to understand the stress level of graphic designers. This study developed a 2D Animated Short Film in traditional techniques based on Job stress, which highlights the struggle of a worker who works tirelessly. It delivers the idea about stress in graphic designers. Animated cartoons can deliver a message much faster than written attention. No need to read to understand cartoons. Most people associate animation with funny and weird things. This technique can also deliver serious and intelligent messages. Animated characters can tell a story uniquely without being distracted from actual life. A character represents his vibes and a story he wants to share. With the help of 2D animation can create an emotional connection to the consumer audience and deliver my message easily about emotional and mental health and give another direction to the Pakistani audience.

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