

An Analysis Of Work Stress Among Employees In Retail Stores With Special Reference To Coimbatore City

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Abstract

Stress is a reaction to an incentive that irritates our physical and mental equilibrium. In other words, it's an infinite part of life. Stress has been shown to be either directly or indirectly responsible for early and untimely deaths through heart attack, stroke, high blood pressure, and a multitude of other stress related illnesses. The study focused on analysis of work stress among employees in retail store. Employees in retail have to balance the expectations of management and customers. Stress is a potential method of reducing the negative effects of retail role stressors may help to further our understanding of how to better manage retail employees.

1. INTRODUCTION

Stress has become a worldwide phenomenon, which occurs in various forms in every workplace. In today's work life, employees generally work for longer hours, as the rising levels of responsibilities require them to exert themselves even more strenuously to meet rising expectations about work performance (Dwamena, 2012).

Stress in the workplace is a growing concern in the current state of the economy, where employees increasingly face conditions of overwork, job insecurity, low levels of job

satisfaction, and lack of autonomy. Workplace stress has been shown to have a detrimental effect on the health and well being of employees, as well as a negative impact on workplace productivity and profits. There are measures that individuals and organizations can take to alleviate the negative impact of stress, or to stop it from arising in the first place. However, employees first need to learn to recognize the signs that indicate they are feeling stressed out, and employers need to be aware of the effects that stress has on their employees' health as well as on company profits (Bickford, 2005).

2. OBJECTIVES OF THE STUDY

- To analyze the level of work stress among the employees
- To identify the major stress factors
- To examine the relationship of demographic factors on work stress

3. REVIEW OF LITERATURE

➤ **Negi (2014)** examined the impact of work stress on job performance. The study analyzed the effect of various factors like work pressure, working conditions, mismatching capabilities, resources and needs on the employees. The study concluded that stress affects the employees work performance, organizational climate, family and personal life.

➤ **Adetayo et al (2014)** investigated the effect of work overload, career development and work/family conflict on performance of workers. Tiredness, worry, unhappiness, weakness, headache, and anger were identified to be the major factors which affect the workers performance. The study concluded that job stress has significant effect on employees' performance.

➤ **Surti and Ambavale (2013)** stated that retail sector is witnessing a revolution in India. According to the study, the major factors which affect the employees of garments are health, work environment, job, emotional stability, personal relation, work load and appreciation and feedback. The study showed that the respondents have high stress based on factors health, emotional stability, personal relation, and appreciation and feedback. The stress level is low based on work environment, work load and job. The study concluded that stress is high among the respondents, irrespective of age group or their gender.

➤ **Noruzi (2012)** in his study examined, the stress factors related to the strategies to cope with of employees quoted that stress is one of the biggest killers in life. So many health problems are attributed to it like abusing our bodies, minds and souls. The ultimate goal is balanced life, with time for work, relationship, relaxation, and fun – plus the resilience to hold up under pressure and meet challenges head on.

4. RESEARCH ANALYSIS

Tools used for analysis

Percentage analysis, Mean and Standard deviation and Correlation have been used to analyze.

4.1 Percentage Analysis

- Out of 150 respondents, 63 (42%) respondents are in the age group of 31-45 years, 50 (33.3%) respondents are in the age group of 20-30 years, 29 (19.3%) respondents are in the age group of 41-50 years and 8 (5.3%) respondents are in the age group of above 50 years. It is inferred that majority of the respondents (42%) are in the age group of 31-45 years.
- 92 (61.3%) respondents possess only school education, 24 (16%) respondent's poses UG degree, 23 (15.3%) respondents are illiterate and 11 (7.3%) respondents have done their diploma. It is inferred that majority of the respondents (61.3%) possess only school education.
- 59 (39.3%) earn Rs.5001-10000, 39 (26%) earn Rs.10001-15000, 25 (16.7%) earn Rs.3001-5000, 18 (12%) earn less than Rs.3000 and 9 (6%) earn more than 16000. It is inferred that majority of the respondents (39.3%) earn between Rs.5001-10000.
- 95 (63.3%) respondents are married and 55 (36.7%) respondents are single. It is inferred that majority of the respondents (63.3%) are married.

4.2 Descriptive Statistics

- The highest mean score of 3.60 implied that the respondents agree that they are satisfied with the growth and developmental opportunities. The average mean score of 3.49 implied that respondents are neutral in their opinion towards overall satisfaction
- The highest mean score of 3.35 implied that the respondents are neutral in their satisfaction with employees regularly participate in decision making, problem solving and goal setting .The average mean score of 3.26 implied that respondents are neutral in their opinion on satisfaction with control and involvement.
- The highest mean score of 3.79 implied that the respondents agree that they are satisfied with the employee regularly participate in employee training and development activities. .The average mean score of 3.59 implied that respondents agree in their opinion towards satisfaction with growth and development.

4.3 Findings

- Age of the respondents has positive relationship with the level of stress.
- Educational qualification of the respondents has positive relationship with connection with employer and has negative relationship with growth and development.
- Income of the respondents has positive relationship with control and involvement and the relationship in the workplace has negative relationship with other work stress factors, workday stress and cuts laid down by the employer.
- Work experience of the respondents has negative relationship with other work stress factors.
- Family size of the respondents has positive relationship with connection with employer and has negative relationship with average level of stress, work stress factors and cuts laid down by the employer.

Table 1: Final Findings

Particulars		Overall Satisfaction	Control And Involvement	Growth And Development	Work-Life Balance	Employee Recognition	Health And Safety Practices	Relationships In The Workplace	Connection With Employer	Workday Stress	Average Level Of Stress	Top Five Stress Factors	Other Work Stress Factors	Crossover Between Work And Family Duties	Cuts Laid Down By The Employer
Age	Pearson Correlation	-.043	.137	.101	.085	-.051	-.002	.043	-.109	.155	.184*	-.088	-.095	-.060	-.099
	Sig. (2-tailed)	.603	.095	.217	.300	.538	.981	.599	.182	.058	.024	.286	.247	.465	.228
Educational qualification	Pearson Correlation	-.041	.001	-.202*	-.156	-.069	.043	.046	.175*	-.140	-.115	.085	-.137	-.030	-.094
	Sig. (2-tailed)	.617	.991	.013	.056	.400	.604	.572	.032	.088	.160	.304	.094	.716	.252
Income	Pearson Correlation	.014	.171*	-.053	.104	-.026	-.034	.185*	.144	-.184*	-.050	.065	-.277**	-.067	-.225**
	Sig. (2-tailed)	.863	.037	.517	.203	.749	.675	.024	.078	.025	.547	.428	.001	.417	.006
Marital status	Pearson Correlation	-.068	.033	.077	.024	-.159	-.147	-.024	-.090	.135	.121	-.084	-.037	-.147	-.058
	Sig. (2-tailed)	.410	.691	.352	.769	.052	.072	.775	.275	.100	.140	.305	.651	.073	.481
Gender	Pearson Correlation	.029	-.104	.022	.115	.023	.026	-.098	-.024	-.041	-.145	.010	.070	.132	.156
	Sig. (2-tailed)	.729	.207	.793	.161	.782	.748	.232	.768	.616	.076	.900	.395	.107	.056
Year of experience	Pearson Correlation	-.079	.073	-.115	-.063	-.133	-.159	.122	.028	.046	.025	-.032	-.217**	-.122	-.102
	Sig. (2-tailed)	.339	.378	.160	.440	.104	.052	.137	.732	.574	.766	.694	.008	.138	.216
Family size	Pearson Correlation	.021	.122	-.047	-.036	-.017	.020	.137	.179*	-.140	-.203*	-.091	.244**	-.061	-.247**
	Sig. (2-tailed)	.798	.137	.567	.661	.837	.805	.094	.028	.088	.013	.266	.003	.456	.002
Area of residence	Pearson Correlation	.041	.049	.095	.314**	.138	.056	.181*	.144	.089	-.005	.068	-.086	-.178*	-.019
	Sig. (2-tailed)	.617	.550	.247	.000	.093	.499	.026	.078	.279	.950	.410	.294	.029	.819
Type of retail stores	Pearson Correlation	.185*	.020	.257**	.102	.172*	-.071	-.024	.024	.133	.088	.160	.153	.163*	.021
	Sig. (2-tailed)	.024	.811	.002	.212	.036	.389	.771	.769	.105	.283	.050	.061	.046	.795

5. SUGGESTIONS

- Employees to be trained with stress relief programs to show their full efficiency in the work.
- Job rotation should be done so that employees feel committed to the work they are doing.
- Medical facilities provided to be improved so that psychological stress can be reduced.
- Creativity rewards and incentives should be provided.
- Opportunities for career advancement to be given.
- Frequent informal interactions between employees and employer are also suggested.

6. CONCLUSION

Stress as a process involving a person's interpretation and response to a threatening event. Stress is a part of everyone's life. Stress is not something to be dismissed as being just part of the job, or the price you pay for being successful in your

career. The mental and physical health of employees suffers due to unhealthy work environment, stress is still seen as a sign of weakness in many organizations, and it is kept quiet so as to avoid negative repercussions.

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