

# A Study on Stress Knowledge and Stress Coping Techniques adopted by Workers of Retail Sectors in Kanchipuram District

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## ABSTRACT

In the current scenario retail sector has transformed tremendous change in the last few years and which is becoming the next booming industry. Due to rapid growth and heavy competition, employees are facing several problems of stress. This study explores the impact of enhancing the employee's participation in retail sector and to know the stress barriers faced by them. It is significant for knowing stress awareness among the employees and the strategies for coping the stress for achieving their goals; this is a methodical study based on primary data which is collected during questionnaire. Thus the present study is initiated with the stress awareness among the employees at retail sector it was carried out among 200 employees from different retail stores in Kanchipuram district. Analysis like Percentage, Chi-Square and ANOVA analysis are used for knowing the various factors affecting job stress.

**Keywords:** Stress awareness, Stress coping techniques and Retail Sector.

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## 1. INTRODUCTION

Retailing is the largest and fastest growing sector in India. Rapid growth in retail sector and increasing competition leads to stress among the employees. Stress is an expected measurement of today's life. Globalization and liberalization in the economy has increased the competition among the retailers. Stress is the major problem faced by every individual and it is a part of day – to – day life. Employees in retail sector may suffer from work- related stress such as increase in the management pressure, ill in the health,

poor working environment and it is the mental emotional physical reactions resulting from individual's response. Stress differs from person to person and it should not be treated as harmful. Employees should cope stress by facing various challenges both in work and personal life. Stress has to be addressed properly in retail stores to enhance the performance of the employees.

## 2. STATEMENT OF THE PROBLEM

Several crises have engulfed societies in the world at the time and age along with most employees having a hard time to cope with the stress in the work place (World Health Organization (WHO), 2005). In the modern world it is hard if it is unfeasible to change the demanding situation. Stress management are tools, events and methods that allow us to take control of problems and make sure that they don't affect the daily routine. Problems that lead to stress that are specific in nature have unlike stress management techniques that can be applied to keep in balance and harmony. Beyond a certain point, stress stops being helpful and starts causing major damage to health, mood, productivity, relationships, and quality of life. So therefore employee should know which attributes to measure and which factors that can lead to stress among the employee in retail sector.

## 3. IMPORTANCE OF THE STUDY

In today's working environment stress is the most complicated for each and every employee in the organization. Modernization and Globalization in the economy has increased the growth in retail sector and increasing competition which leads to stress in the minds of the employees. So, therefore employees working under this environment should be ensured and to know the changes in the performance of the employees for reducing the stress level. So that it helps to identify the stress faced by the employees in the retail stores to increase the profit in the organization and helps the employees in knowing their current status by physical and mental conditions and the system to balance the home and work environment.

## 4. OBJECTIVES OF STUDY

The major objective of this study is to assess the significance of stress awareness level among the employees and coping techniques for overcoming the stress. To examine the stress awareness level among the employees.

1. To determine the factor influencing the stress among the employees.
2. To know the coping strategies modified to manage the stress among the employees in the retail sector.

## 5. REVIEW OF LITRATURE

It highlights the study of previous literature regarding the stress awareness among the employees' and coping technique to overcome it. The previous study helps to get an idea about different approaches made by the earlier researches in the field and also to identify the research-gap. The following are the few reviews taken from the renowned authors work.

**R.J.L. Heron and et.,al., (1999)** examined the efficiency of stress management in Zemeca pharmaceutical in UK and the authors conducted a survey with a sample of 390 employees and made a judgment between

pre workshop and after 2-3 months after the workshop and the employees were from manufacturing, research and expansion, sales and marketing department and they belong to same age group and gender. The conclusion drawn by the author stress that the management training workshops are to reduce the occurrence of employees with poor understanding of the principles of the management of stress, in staff and with poor coping strategies so that it this can be improved by self-rating system.

**Edwin Farrell (2014)** examined the ways in which qualitative and quantitative methods support each other on occupational stress. Qualitative methods include eliciting from workers unconstrained descriptions of work experiences, careful first-hand observations of the workplace, and participant-observers describing “from the inside” a particular work experience. The qualitative methods play a role in (a) stimulating theory development, (b) generating hypotheses, (c) identifying heretofore researcher-neglected job stressors and coping responses, (d) explaining difficult-to-interpret quantitative findings, and (e) providing rich descriptions of stressful transactions.

**Adelina Broadbridge (2014)**, author discusses about the factors causing stress to retail managers and their coping strategies in UK retail companies. In- depth interview methodology was selected for investigation of workplace pressure perceived by retail manager and their coping strategies and group discussion was chosen to know the atmosphere and discussion oriented approach provides a good environment. 44 retail mangers were interview among 13 companies and the author found that rapid pace of change within the retail industry was cited by all groups as a major stressor which is perhaps they resist to change.

## 6. METHODOLOGY OF THE STUDY

Methodology is a systematic way for observing or obtaining data, evidence, or information as a part of research for solving the research problems. This study is based on descriptive nature explores the stress awareness among the employees. This study was primary as well as secondary data were used in this study. Primary data was collected through questionnaires, it consist of demographic profile of the customers and five point scaling questions related to consumer perception on service quality towards retail banking. The sample size of the research is restricted to 200 and convenient sampling techniques were adopted for collecting the data and the Secondary data were used by collecting published sources like magazine, books, journals etc., Data were analysis with suitable statistical tools like Percentage analysis, Chi – Square, and ANOVA were used to know the various factors determining the stress among the employees in the retail sector.

## 7. RESULTS AND DISCUSSIONS

The results of the study lights on stress awareness and coping technique for controlling the stress in retail sector with reference to Kanchipuram District.

### Demographic Profile of the Respondents

The demographic characteristics of the respondents are summarizing in Table 1 which helps to segment the customers in the market. Percentage analysis was used to understand the segment of respondents in this study as well for analyzing the effectiveness of retail banking, problems faced and to know the factors affecting employee stress in retail sector.

**Table 1**  
**Demographic Profile of the Respondents**

	<i>Profile</i>	<i>Frequency</i>	<i>Percentage</i>
Gender	Male	123	61.5
	Female	77	38.5
Age	Below 25 years	83	41.5
	26 - 35 years	39	19.5
	36 – 45 years	33	16.5
	Above 45 years	45	22.5
Education	Graduation	35	17.5
	Post-Graduation	90	45.0
	Professional	66	33.0
	Others	9	4.5
Family	Nuclear family	145	72.5
	Joint family	65	27.5
Annual Income	Less than 2,00,000	70	35.0
	2,00,000 to 5,00,000	60	30.0
	5,00,000 to 8,00,000	37	18.5
	8,00,000 and above	33	16.5
Total		200	100.0

*Source:* Primary data.

The above table presents the socio-demographic profile of the employees. As depicted, Male constitute around 66% of the respondent, with respect to the distribution of the age, it was evident that approximately 41.5% of the respondent falls under the age group of below 25 years while 22.5% of the employees were above 45 years and 45% have done their post – graduation which is followed by professional 33%. Among them most of the employees, 72.5% belongs to nuclear family. 35% of the respondents fall under the income group of less than ₹2, 00,000.

To measure scores and order the attributes from the most important to less important and summed up rating scale.

**Table 2**  
**Ranking attributes of stress level**

<i>Attributes</i>	<i>Weighted Average mean</i>	<i>Rank</i>
Working long hour	3.73	2
Change and uncertainty	3.28	6
Career development	3.75	1
Resource constraint	3.71	3
Work Environment	3.47	5
Health Safety measure	3.55	4

*Source:* Primary data

From the above table, it is clear that the most important attributed to be, nature and peace of retailing and the changes ongoing. It is being career development (3.75), while the second most popular reason for

working long hour (3.73), it is been followed by resource constraint (3.71),health safety measure (3.55), work environment (3.47),change and uncertainty(3.34). It is concluded from the above table stress level is originated from career development, communication problems between stores, demanding customers and working environment.

## 8. ANOVA

Statistical analysis tools that separate the total unpredictability originate within a data set into two components: random and systematic factors. The random factors do not have any statistical influence on the given data set, while the systematic factors do. The ANOVA test is used to determine the impact self-governing variables have on the dependent variable in a regression analysis.

**Table 3**  
**One way analysis of working hours of employees and the stress level among the employees**

<i>ANOVA</i>					
	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Between Groups	1386.123	4	346.531	1.780	.137
Within Groups	24332.646	125	194.661		
Total	25718.769	129			

## 9. INFERENCE

**H<sub>0</sub>(Null hypothesis)** = There is no significant difference between the hours of work and the level of stress among the employees.

**H<sub>1</sub>(Alternate hypothesis)** = There is a significant difference between the hours of work and the level of stress among the employees.

The above table shows that the efficiency of ERP system based on satisfaction of the employee. The F value is 1.780 and it is major at the level of significance .137 at the degrees of freedom 4. In F test if the significant value is above 0.05 then accept null hypothesis and reject the alternate hypothesis. And this study shows **there is no significant difference between the hours of work and the level of stress among the employees.**

**Table – 4**  
**One way analysis level of stress among employees and their gender**

<i>ANOVA</i>					
	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Between Groups	1154.602	4	288.650	1.469	.216
Within Groups	24564.168	125	196.513		
Total	25718.769	129			

**H<sub>0</sub>(Null hypothesis)** = There is no significant mean variation between the level of stress with the gender.

**H<sub>1</sub>(Alternate hypothesis)** = There is significant mean variation between the level of stress with the gender.

The above table shows that the effectiveness of ERP system based on satisfaction of the employees. The F value is 1.469 and it is significant at the level of significance .216 at the degrees of freedom 1. In F test if the significant value is above 0.05 then accept null hypothesis and reject the alternate hypothesis. And this study **there is no significant mean variation between the levels of stress with the gender.**

**Table 5**  
**Cross tabulation -showing the health safety measure with their gender**

<i>Gender</i>	<i>Stress level</i>		<i>Total</i>
	<i>High level of stress</i>	<i>Low level of stress</i>	
Male	60	42	102
Female	33	65	98
Total	93	107	200

93 of the respondents are satisfied with the health safety measure provided by the organization and they say that the stress level will influence the safety measure, 107 of the respondents are not satisfied with the health safety measure provided by the retailers and they feel that stress level doesn't influence the safety measure.

**H<sub>0</sub> (Null hypothesis)** = There is no significance difference between the health safety measure and their influence on gender

**H<sub>1</sub> (Alternate hypothesis)** = There is significance difference between the health safety measure and their influence on gender

**Table 6**  
**Chi-square test -the health safety measure with their gender**

	<i>Chi-Square Tests</i>		
	<i>Value</i>	<i>Df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	21.541 <sup>a</sup>	1	.000

The Pearson Chi- Square calculated value is 21.541 and it is significant at the level of significance .000 at the degrees of freedom 1. In chi-square analysis if the significant value is less than 0.05 then reject the null hypothesis and accept the alternate hypothesis.

In the above obtained result, since the calculated value is lesser than table value, at the level of significance 0.05 the null hypothesis is accepted and alternate hypothesis is rejected and it is concluded that there is no significance difference between the health safety measure and their influence on gender.

**Table 7**  
**Cross Tabulation – Level of Stress towards Working Hours Based on Their Family Type**

<i>Family Type</i>	<i>Level of stress</i>		<i>Total</i>
	<i>Low level of stress</i>	<i>High level of stress</i>	
Nuclear family	65	68	133
Joint family	30	37	67
Total	83	87	200

The above table reveals that 65 consumers from nuclear family and 68 consumers from joint family have a low level of stress towards their working hours, 68 consumers from nuclear family and 37 consumers from joint family have high level of stress towards their working hours.

**H<sub>0</sub>(Null hypothesis)** = There is no significance difference between level of stress towards working hours and their family type.

**H<sub>1</sub>(Alternate hypothesis)** = There is significance difference between level of stress towards working hours and their family type.

**Table 8**  
**Chi-Square-Level of Stress Towards Working Hours Based on Their Family Type**

<i>Chi-square</i>	<i>Value</i>	<i>Degrees of freedom</i>	<i>Significance</i>
Pearson Chi-Square	2.305 <sup>a</sup>	1	.129

0 cells (.0%) have expected count less than 5. The minimum expected count is 18.01.

The Pearson Chi-Square calculated value is 2.305 and it is major at the level of significance .129 at the degrees of freedom 1. In chi-square analysis if the significant value is less than 0.05 then reject the null hypothesis and accept the alternate hypothesis. In the above obtained result, since the significance value is more than 0.05 the **null hypothesis is accepted and alternate hypothesis is rejected** and it is completed that there is no significance difference between level of stress towards working hours and their family type.

## 10. SUGGESTIONS

Based on the findings, the Researcher has made the following Suggestions:

- The stress level among the retail stores employee's is quite high, which leads to low productivity and turnover. So therefore the managers should take necessary steps to reduce the stress.
- There is improper and heavy tight management of work schedule and shifts which would cause mild stress that can be effectively managed by the organization by giving them proper counseling.
- Store manager and owner should provide proper basic facilities and break to avoid health problems and to reduce the stress and health issues.
- Managers should collect the feedback from the employees in the continuous basis so that the conflicting issues can be avoided.
- Other way of overcoming stress is through Recreation Facilities like Games, Listening to music, and Separate Room for Recreation, Staff Picnic and Cultural Development.

## 11. CONCLUSION

Employers should give a stress free work atmosphere, they should know where stress is becoming a problem for staff and should take correct remedy for reducing stress. Hence it is concluded that less stress will

surely improve the overall output of an individual and the organization. So, in order to reduce stress faced by the employees the retailers must indulge into conducting some extra co-curricular activities, by doing exercise and it is a great anti stress remedy for relaxing mind and body. So that the employees stress can be reduced and it will also boost them to work more for their organization.

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