



Impact Of Stress On The Female Retail Workers In Organised Sector – An Analysis In Coimbatore.

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ABSTRACT

Stress is a psychological and physiological response due to adverse aspects of an individual's job and work environment that results in perceived imbalance between the demands of the job and an individual's ability to cope with or meet those demands. It results in decreased productivity, absenteeism, higher turnover rates and also negative impact on physical and occupational health and mental health. The paper attempts to find out the impact of work related stress among female employees based on extensive literature review were identified and a structured non-disguised questionnaire was prepared. The primary data which was collected through survey.

Keywords: Organised sector, retail employees, stress management, workplace management, turnover rates.

INTRODUCTION

Stress is often described as a state of heightened worry or mental tension triggered by challenging circumstances. It's a natural reaction designed to prompt us to confront and overcome obstacles in our lives. Stress is a universal human experience, varying in intensity and duration from person to person. How we choose to cope with stress significantly influences our overall well-being. Stress among female employees in the organized sector is a significant issue that can arise from various factors such as demanding workloads, tight deadlines, workplace conflicts, and balancing professional and personal responsibilities. Additionally, societal expectations and gender biases may also contribute to heightened stress levels for women in the workforce.

FACTORS AFFECTING STRESS ON FEMALE EMPLOYEES

- **Workload:** Heavy workloads, tight deadlines, and the pressure to perform can lead to stress, especially when combined with limited resources or support.
- **Work-Life Balance:** Balancing professional responsibilities with personal and family commitments can be challenging for many women, leading to stress from feeling stretched thin or guilty about neglecting either aspect of their lives.
- **Gender Bias and Discrimination:** Women may face gender-based discrimination, unequal opportunities for advancement, or biases in pay and recognition, which can contribute to feelings of stress and frustration.
- **Harassment and Hostile Work Environments:** Instances of harassment, bullying, or a hostile workplace culture can create significant stress for female employees and impact their mental well-being.
- **Lack of Support:** Limited access to support systems, such as mentorship, counseling, or flexible work arrangements, can exacerbate stress among female employees who may feel unsupported in managing their professional and personal challenges.
- **Career Advancement Barriers:** Structural barriers, such as glass ceilings or biased promotion practices, can create feelings of frustration and stress among women striving to advance in their careers.
- **Family Responsibilities:** Responsibilities related to care giving, child-rearing, or eldercare can add to the stress experienced by female employees, especially if they face limited support or flexibility from their employers.
- **Organizational Culture:** A toxic or unsupportive organizational culture, characterized by competition, lack of transparency, or poor communication, can contribute to stress among female employees.

Addressing these factors requires a comprehensive approach that involves creating supportive policies, fostering an inclusive workplace culture, promoting work-life balance, providing resources for stress management and professional development, and actively addressing gender biases and discrimination. By addressing these factors, organizations can create environments where female employees can thrive and contribute effectively without experiencing undue stress.

STRATEGIES TO OVERCOME STRESS AMONG FEMALE EMPLOYEES IN ORGANISED SECTOR

- **Flexible Work Arrangements:** Offering flexible work hours, remote work options, or compressed workweeks can help women better manage their work-life balance and reduce stress related to conflicting responsibilities.
- **Supportive Policies and Programs:** Implementing policies that support parental leave, childcare assistance, eldercare support, and other family-friendly benefits can alleviate stress associated with balancing work and care giving responsibilities.

- **Mental Health Resources:** Providing access to confidential counselling services, Employee Assistance Programs (EAPs), and mental health resources can offer support to female employees dealing with stress, anxiety, or other mental health challenges.
- **Training and Skill Development:** Offering training programs, workshops, and skill development opportunities can empower women to enhance their capabilities, build confidence, and better manage workplace challenges, reducing stress levels in the process.
- **Leadership Development and Mentorship:** Establishing mentorship programs and leadership development initiatives can provide female employees with guidance, support, and opportunities for career advancement, helping to mitigate stress stemming from barriers to progression.
- **Workplace Wellness Initiatives:** Introducing wellness programs focused on physical activity, mindfulness, relaxation techniques, and stress management can promote a healthier work environment and equip female employees with tools to cope with stress effectively.
- **Promoting Inclusive Leadership:** Encouraging inclusive leadership practices that value diverse perspectives, foster collaboration, and ensure equitable opportunities for career growth can help mitigate stress related to discrimination or bias in the workplace.
- **Recognition and Appreciation:** Recognizing and appreciating the contributions of female employees through awards, praise, and advancement opportunities can boost morale, reduce feelings of stress, and enhance overall job satisfaction.

By implementing these strategies, organizations can create a supportive and inclusive work environment where female employees can thrive, effectively manage stress, and achieve their full potential.

OBJECTIVE OF THE STUDY

- To find out various factors that determines work related stress among female employees.
- To determine the factors to overcome stress in organised sector.

REVIEW OF LITERATURE

S.Priyasahrawat and Prabhat singhrawat (2021) reviewed that there is a link between Work-life balance and Job satisfaction among employees. If the work-life is balanced the employees are satisfied with the work. Companies have to adopt work-life balance strategies to retain workers, minimize employee turnover, and improve job satisfaction among employees which results in increased efficiency and benefit. This depicts that staff with good work-life will have high job satisfaction and with low work-life balance leads to low job satisfaction.

Bharti, Monika& Anamika Pandey (2020) they provide valuable insights into the stress levels experienced by employees in the retail sector and their coping mechanisms. By compiling the primary stressors, their effects, remedies, and their outcomes, it sheds light on how life stress impacts job satisfaction and coping strategies. With the retail sector witnessing escalating work demands, pressure, and competition, employees grapple with substantial stress. Therefore, the study's focus on retail sector employees as the target sample is apt. Significantly, it concludes that work-life balance emerges as a pivotal factor in mitigating life stress, enhancing job satisfaction, and effectively coping with stress. This

comprehensive examination underscores the critical role of work-life balance in promoting employee well-being and resilience in the face of stress within the retail industry.

Ms. Bhoomika D. Bhatt & Dr. Nishithkumar H. Bhatt (2022) emphasizes the challenges faced by employees in the organized retail sector in India regarding work-life balance, including long hours and high workloads. However, proactive measures such as flexible work arrangements and support for childcare can significantly improve work-life balance, benefiting both employees and organizations. The pandemic has further highlighted the importance of flexibility and support, with remote work becoming essential. Employers should prioritize work-life balance by providing necessary resources and promoting a supportive culture, especially in the post-pandemic era. This includes offering mental health support and recognizing employees' unique needs, such as childcare and eldercare support.

RESEARCH METHODOLOGY

Research methodology is a systematic approach used to solve research problems and answer research questions. It encompasses the overall strategy, including the techniques, methods, and procedures used to collect and analyze data.

Sample design

The area of study is the 150 retail organised employees in Coimbatore district.

Type of Sampling

As the sample is undefined convenience sampling technique is used for data collection.

Method of data collection

This study is mainly based on primary and secondary data.

Tools used for analysis

Percentage analysis, Descriptive statistics.

DATA ANALYSIS

Data analysis is a critical phase in the research process, involving the systematic application of statistical or logical techniques to describe, summarize, and compare data. The objective is to extract meaningful insights and support decision-making.

Demographic variables of the Respondents

Table No. 1

Profile of the Respondents

S.No	Factors	Category	Number of Respondents	Percentage
1	Age	20 – 30 years	60	40
		31 – 40 years	40	26.7
		41 – 50 years	35	23.3
		51 – 60 years	15	10
2	Educ. Quali.	School	20	13.3
		Diploma	30	20
		UG	70	47
		PG	20	13
		Professional	10	6.67
3	Marital Status	Married	90	60
		Unmarried	60	40
4	Number of Earning Members	One	75	50
		Two	35	23.3
		Three	20	13.3
		Four	20	13.3
Total			150	100

Source: Primary data

The above table depicts that 40 percent are 20-30 years. Educational qualification of 47 percent of respondents had UG degree. 60 percent of respondents is married. 50 percent of respondents have one member earnings in the family.

Table No. 2

Stress Factors – Time Stress – Descriptive Statistics

Time Stress Factors	N	Mean	Mini	Maxi	Std. Deviation	Indicator
Might spend hours on less important items	150	1.98	1	5	0.934	A
Worrying about key deadlines(Tight deadlines)	150	2.09	1	5	0.975	A
Unmanageable time for the list of job	150	2.26	1	5	0.810	A
Unable to deliver the expected important work	150	2.20	1	5	0.826	A
Inadequate leisure time	150	2.24	1	5	0.889	A

Source: Primary data

From the above table by using descriptive analysis, the factors that create time stress of retail workers of organized sector had analysed. All the factors related to time had agreed by the respondents. “Might spend hours on less important items” had been agreed as the most important agreeable factor with the mean value of 1.98 followed by Worrying about key deadlines with the mean value of 2.09

Table No. 3

Stress Factors – Encounter Stress – Descriptive Statistics

Encounter Stress Factors	N	Mean	Mini	Maxi	Std. Deviation	Indicator
Incompatible roles performed by co-workers	150	2.01	1	5	0.987	A
Disagreement exist in defining & solving the task	150	2.09	1	5	0.937	A
Fail to get along well due to mutual antagonism	150	2.32	1	5	0.784	A
Complex to communicate with person / group	150	2.31	1	5	0.792	A
Unpredictable customers / co-workers	150	2.34	1	5	0.865	A

Source: Primary data

From the above table by using descriptive analysis, the factors that create Encounter stress of retail workers of organized sector had analysed. All the factors related to time had agreed by the respondents. “Incompatible roles performed by co-workers” had been agreed as the most important agreeable factor with the mean value of 2.01 followed by Disagreement exist in defining & solving the task with the mean value of 2.09

Table No. 4

Stress Factors – Anticipatory Stress – Descriptive Statistics

Anticipatory Stress Factors	N	Mean	Mini	Maxi	Std. Deviation	Indicator
Feel dread in the upcoming events	150	2.01	1	5	0.977	A
Vague and Undefined situation	150	2.25	1	5	0.935	A
Unexpected work environment	150	2.35	1	5	0.849	A
Prevail overthe fear of failure	150	2.30	1	5	0.887	A
Lack of contingency plans	150	2.43	1	5	0.871	A

Source: Primary data

From the above table by using descriptive analysis, the factors that create Anticipatory stress of retail workers of organized sector had analysed. All the factors related to time had agreed by the respondents. “Feel dread in the upcoming events” had been agreed as the most important agreeable factor with the mean value of 2.01 followed by Vague and Undefined situation with the mean value of 2.25

Table No. 5

Stress Factors – Situational Stress – Descriptive Statistics

Situational Stress Factors	N	Mean	Mini	Maxi	Std. Deviation	Indicator
Complicated situation	150	1.96	1	5	0.865	A
Uncontrollable situation / environment	150	2.06	1	5	0.870	A
Stress due to conflict situation	150	2.16	1	5	0.749	A
Making major mistakes	150	2.33	1	5	0.940	A
Under lot of other stress	150	2.30	1	5	0.912	A

Source: Primary data

From the above table by using descriptive analysis, the factors that create Situational stress of retail workers of organized sector had analysed. All the factors related to time had agreed by the respondents. “Complicated situation” had been agreed as the most important agreeable factor with the mean value of 1.96 followed by Uncontrollable situation / environment with the mean value of 2.06

RECOMMENDATIONS

Addressing stress in female employees in the organized sector requires a multifaceted approach. Companies can implement policies and programs focused on promoting work-life balance, providing resources for stress management and mental health support, and fostering a supportive and inclusive work environment. Flexible work arrangements, mentorship programs, and opportunities for professional development can also help alleviate stress and empower female employees to thrive in their careers.

Moreover, raising awareness about the importance of self-care and stress management techniques among female employees can empower them to prioritize their well-being. Encouraging open communication and providing avenues for feedback and support can also play a crucial role in addressing stress and creating a healthier workplace culture for everyone.

CONCLUSION

The impact of stress on female employees in the organized sector is profound, influencing their physical health, mental well-being, and job performance. Stress can lead to serious health issues such as cardiovascular diseases and mental health disorders like anxiety and depression. Women often face unique stressors, including work-life balance challenges, gender discrimination, and pay disparities, which exacerbate their stress levels. This stress not only reduces job satisfaction and productivity but also increases absenteeism and turnover rates, posing significant challenges for organizations. Effective strategies to mitigate these impacts include implementing flexible work policies, providing mental health support, and fostering an inclusive and equitable work environment, thereby enhancing the overall well-being and productivity of female employees.

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