

**STRESS MANAGEMENT OF EMPLOYEE IN SERVICE INDUSTRIES
WITH SPECIAL REFERENCE TO THENI DISTRICT– A STUDY**

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ABSTRACT

In the current scenario service sector has transformed tremendous change within the previous few years and which is becoming the subsequent booming industry. Due ascension and heavy competition, employees face several problem of stress. This study explores the impact of enhancing the employee's participation in commission industries and to grasp the strain barriers faced by them. It's significant for knowing stress awareness among the employee's and therefore the strategies for coping the strain for achieving their goals; this is often an analytical study supported primary data which is collected through questionnaire. Thus the current study is initiated with the strain awareness among the staff at service industries sector it had been administered among 200 employees from different service stores in Chennai district. Analysis like Percentage, Chi- Square and ANOVA analysis were used for knowing the varied factors affecting job stress.

Key Words: Service Industries, Stress Management of Employee, Stress Awareness.

INTRODUCTION

Retailing is the biggest and fastest growing sector in India. India is that the 5th largest place within the world's service market. rapid climb in commission sector and increasing competition results in stress among the staff. Stress is an inevitable a part of today's life. Globalization and liberalization within the economy has increased the competition among the retailers has increased. Stress is that the major problem faced by every individual and it's an element of day – to – day life. Employees in commission sector may suffer from work- related stress like increase the management pressure, ill within the health, poor working environment and it's the mental emotional physical reactions resulting from individual's response. Stress differs from person to person and it shouldn't be treated as harmful.

Employees should cope stress by facing various challenges both in work and private life. Stress needs to be addressed properly in commission stores to boost the performance of the workers.

THENI DISTRICT PROFILE: OVERVIEW

The present research work is about E-Governance in district administration with reference to Theni Revenue District. For proper understanding and analysis of the study, an understanding of the area in which it is set is quite necessary. Therefore, an attempt has been made to explain the area profile of Theni revenue district in the following pages.

TAMIL NADU

Tamil Nadu is one of the 28th States of Indian Union. Its capital is Chennai (formerly known as Madras), the largest city. Tamil Nadu lies in the southernmost part of the Indian Peninsula and is bordered by the union territory of Puducherry, and the states of Kerala, Karnataka, and Andhra Pradesh. It is bound by the Eastern Ghats in the north, the Nilgiri, the Anamalai Hills, and Kerala on the west, by the Bay of Bengal in the east, the Gulf of Mannar, the Palk Strait in the south east, and by the Indian Ocean in the south. It is situated in North Latitude between 8.5' and 13.35' and East Longitude between 76.15' and 80.20'. Tamil Nadu covers an area of 130,058 km² (50,216 sq mi).

Tamil Nadu is the eleventh largest state in India by area and the seventh most populous state. It is the second largest state economy in India as of 2012. The state ranked 6th among states in India according to the Human Development Index as of 2011. The state has the highest number (10.56 per cent) of business enterprises and stands second in total employment (9.97 per cent) in India, compared to the population share of about 6 per cent.

Districts in Tamil Nadu

Tamil Nadu is subdivided into 32 districts; Theni is the one of the burgeoning commercial district of Tamil Nadu State. Theni town is the district Head Quarters known as the "Second Manchester of South India" which indicates the various cotton trades. It is mainly a burgeoning commercial district of Tamil Nadu.

Theni District is a district of Tamil Nadu state in South India. The city of Theni is the district headquarters. The district is divided into two natural divisions: The hilly areas constituted by parts of the five taluks i.e. Theni, Bodinayakanur, Periyakulam, Uthamapalayam and Andipatti with

thick vegetation and perennial streams from the hills on the western side and Cumbum valley which lies in Uthamapalayam Taluk.

Geographical Location

The 2,889 km² (1,115 sq mi) Theni district lies at the foot of the Western Ghats between 9° 39' and 10° 30' North latitude and between 77° 00' and 78° 30' of East Longitude. The general geographical information of the district is hill area. The Central location of the district in Atlas is 10°04'N 77°45'E. It is diversified by several ranges and hills. A range of hills which runs parallel to Western Ghats from north to south separates it from the neighboring state of Kerala.²⁴ The River Vaigai is flowing in the district and it will normally be dry during the summer season.

Languages Spoken

Though Tamil is the main language spoken in Theni district, the little bit of peoples who belong to their own linguistic traits spoken the languages like Telugu, Sourashtra, Kannada and Malayalam.

Total Area and Population of Theni District

The total area and population of Theni district are provided as per 2011 Census of India in Table 1.

Table 1 TOTAL AREA AND POPULATION OF THENI DISTRICT

Sl. No	Particulars	Details
1	Area in Sq. Kms	2,889 km ² (1,115 sq mi)
2	Total Population	1,243,684
3	Total Population – Male	624,922
4	Total Population – Female	618,762
5	Total Rural Population	574,196 (46.18 %)
6	Total Urban Population	669,488(53.82 %)

E-Source: en.wikipedia.org

Population by broad industrial categories of Workers

The details relating to different category of workers in Theni District as per 2011 census are provided in table 2.

Table 2 INDUSTRIAL CATEGORIES OF WORKERS

S. No	Category of Workers	Details
1	Total Workers	473,708
2	Male Workers	298,060
3	Female Workers	175,648
4	Rural Workers	247,071
5	Urban Workers	226,637
6	Cultivators	50,436
7	Agricultural Labourers	245,989
8	Household Industry	10,959
9	Other Workers	166,324
10	Marginal Workers	46,572
11	Non-Workers	573,670

E-Source: www.india.gov.in

The details relating to different category of workers in Theni District as per District profile of Theni District 2008-2009 provided in above table reveal that 473708 total workers, 298060 Male Workers, 175648 Female Workers, 247071 Rural Workers, 226637 Urban Workers, 50436 Cultivators, 245989 Agricultural Labourers, 166324 Other Workers, 46574 Marginal Workers and Non Workers 573670.

Industrial Production

The details of industrial production in Theni district is provided in the table 3.

Table 3 INDUSTRIAL PRODUCTION

Sl. No. and Name of the Product	No. of Factories
1. Food Products	61
2. Cotton Textiles	95
3. Wool, Silk, Synthetic Fibre	30
4. Jute, Hemp and Mesta	-
5. Hosiery and Garmen _s	39
6. Wood Products	-
7. Non-Metallic (Mineral Products)	-
8. Machinery and Parts	2
9. Paper Products and Printing	5
10. Basic Chemicals and Products	5
11. Leather products	-
12. Rubber & Plastic Products	5
13. Basic Metal industries	-
14. Metal Product	-
15. Electricity & apparatus ^s	14
16. Transport Equipment & part	11
17. Misc. Manufacturing Industries	18

E-Source: theni.nic.in

STATEMENT OF THE PROBLEM

Several crises have engulfed societies within the world at now and age together with most employees having a tough time to address the strain within the work place (World Health Organization (WHO), 2005). In the contemporary world it's difficult if it's impossible to alter the stressful situation. Stress management are tools, procedures and methods that permits us to require control of problems and confirm that they don't affect the daily routine. Problems that results in stress that are specific in nature have different stress management techniques that may be applied to stay in balance and harmony. Beyond a particular 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 live and which factors which will results in stress among the worker in commission sector.

IMPORTANCE OF THE STUDY

In today's working environment stress is most intricate for every and each employee within the organization. Modernization and Globalization in the economy has increased the expansion in commission sector and increasing competition which cause stress within the minds of the staff. So, therefore employees working under this environment should be ensured and to understand the changes within the performance of the workers for reducing the strain level. so it helps to spot the strain faced by the workers within the service stores to extend the profit within the organization and helps the staff in knowing their current status by physical and mental conditions and therefore the system to balance the house and work environment.

OBJECTIVES OF THE STUDY

The major objective of this study is to assess the importance of stress awareness level among the staff and coping techniques for overcoming the strain. These objectives are achieved by specifically watching the subsequent objectives:

- To examine the stress awareness level among the employees.
- To determine the factor influencing the stress among the employees
- To know the coping strategies adapted to manage the stress among the employees

in the service sector.

REVIEW OF LITERATURE

It highlights the study of previous literature regarding the strain awareness among the employee's and coping technique to beat it. The previous study helps to induce a concept about different approaches made by the sooner researches within the field and also to spot the research gap. The subsequent are the few reviews taken from the renowned authors work.

Cooper et al. (1988) Investigated stress within the service sector in under-developed area. Devised a stress league table and ranked over a hundred jobs according to their degrees of stress. From it, sales and retailing and management jobs were identified as 'over average' stressful occupations. When repeated a decade later, the results indicated these jobs can now be classified as 'very stressful' (The Sunday Times, 1997). With organizational change being a known contributor to stress (Orlans and Shipley, 1983), this finding may not be surprising given the amount of changes which have taken place within the service sector. Change being a known contributor to stress (Orlans and Shipley, 1983), this finding may not be surprising given the amount of changes which have taken place within the service sector.

R.J.L. Heron and et.,al.,(1999) examined the effectiveness of stress management in Zemeca pharmaceutical in UK and the authors conducted a survey with a sample of 390 employees and made an comparison between pre workshop and after 2-3 months after the workshop and the employees were from manufacturing, research and development, sales and marketing department and they belong to same age group and gender. The conclusion drawn by the author that stress management training workshops reduce the prevalence of employees with poor understanding of the principles of the management of stress in staff and with poor coping strategies and this can be improved by self-rating system.

Irvin Sam Schonfeld, Edwin Farrell (2010) 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 (2002), author discusses about the factors causing stress to service managers and their coping strategies in UK service companies. In- depth interview methodology was selected for investigation of workplace pressure perceived by service manager and their coping strategies and group discussion was chosen to know the atmosphere and discussion oriented approach provides a good environment. 44 service managers were interviewed among 13 companies and the author found that rapid pace of change within the service industry was cited by all groups as a major stressor which is perhaps they resist to change.

RESEARCH METHODOLOGY

Methodology could be a systematic way for observing or obtaining data, evidence, or information as an element of research for solving the research problems. This study is predicated on descriptive nature explores the strain awareness among the staff. Both primary and secondary data were utilized in this study. Primary data was collected through questionnaires, it contains demographic profile of the purchasers and five point scaling questions associated with consumer perception on service quality towards service banking.

The sample size of the research is restricted to 200 and convenient sampling techniques were adopted for collecting the information and also the Secondary data were employed by collecting published sources like magazine, books, journals etc., Data were analysed with suitable statistical tools like Percentage analysis, Chi – Square, and ANOVA were used to know the assorted factors determining the strain among the staff within the service sector.

RESULTS AND DISCUSSION

The results of the study lights on stress awareness and coping technique for controlling the strain in commission sector with regard to Theni District.

Demographic Profile of the Respondents

The demographic characteristics of the respondents are summarized in table-1 which helps to segment the customers in the market.

Table-4- DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Demographic Profile	Classification	Frequency	Percentage (%)
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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	09	04.5
Family	Nuclear family	145	72.5
	Joint family	65	27.5
Annual Income	Less than Rs.2,00,000	70	35.0
	Rs.2,00,000 to Rs.5,00,000	60	30.0
	Rs.5,00,000 to Rs.8,00,000	37	18.5
	Rs.8,00,000 and above	33	16.5
Total		200	100.00

Source: Primary Data

Percentage analysis was used to understand the segment of respondents in this study as well for analyzing the effectiveness of service banking, problems faced by the problems and to know the factors affecting employee stress in service sector.

The above tables present 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 falls under the income group of less than Rs.2,00,000.

Table -5-RANKING ATTRIBUTES OF STRESS LEVEL

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

Attributes	Weighted Average mean	Rank
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

INFERENCE

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 are originated from career development, communication problems between stores, demanding customers and working environment.

ANOVA

A statistical analysis tool that separates the total variability found 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 independent variables have on the dependent variable in a regression analysis.

WORKING HOURS OF EMPLOYEES AND THE STRESS LEVEL AMONG THE EMPLOYEES

H0 (Null hypothesis) - There is no significant difference between the hours of work and the level of stress among the employees.

H1 (Alternate hypothesis) - There is a significant difference between the hours of work and the level of stress among the employees.

Table-6-ONE WAY ANALYSIS OF WORKING HOURS OF EMPLOYEES AND THE STRESS LEVEL AMONG THE EMPLOYEES

Sources of Variation	ANOVA				Sig.
	Sum of Squares	df.	Mean Square	F	
Between Groups	1386.123	4	346.531	1.780	0.137
Within Groups	24332.646	125	194.661		
Total	25718.769	129			

Source: Primary Data

INFERENCE

The above table shows that the effectiveness of ERP system based on satisfaction of the employee. The F value is 1.780 and it is significant 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.**

LEVEL OF STRESS AMONG EMPLOYEES AND THEIR GENDER

H0 (Null hypothesis) - There is no significant mean variation between the level of stress with the gender.

H1 (Alternate hypothesis) - There is significant mean variation between the level of stress with the gender.

Table-7-ONE WAY ANALYSES

LEVEL OF STRESS AMONG EMPLOYEES AND THEIR GENDER

Sources of Variation	ANOVA				
	Sum of Squares	df.	Mean Square	F	Sig.
Between Groups	1154.602	4	288.650	1.469	0.216
Within Groups	24564.168	125	196.513		
Total	25718.769	129			

Source: Primary Data INFERENCE

The above table shows that the effectiveness of ERP system based on satisfaction of the employee. 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.**

THE HEALTH SAFETY MEASURE WITH THEIR GENDER

H0 (Null hypothesis) - There is no significance difference between the health safety measure and their influence on gender

H1 (Alternate hypothesis) - There is significance difference between the health safety measure and their influence on gender

Table -8-CROSS TABULATION - SHOWING THE HEALTH SAFETY MEASURE WITH THEIR GENDER

Gender	Stress Level
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	High Level Stress	Low Level of Stress	Total
Male	60	42	102
Female	33	65	098
Total	93	107	200

Source: Primary Data

INFERENCE

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.

THE HEALTH SAFETY MEASURE WITH THEIR GENDER

H₀ (Null hypothesis) - There is no significance difference between the health safety measure and their influence on gender

H₁ (Alternate hypothesis) - There is significance difference between the health safety measure and their influence on gender.

Table-9-CHI-SQUARE TEST THE HEALTH SAFETY MEASURE WITH THEIR GENDER

Chi-Square Test			
	Value	df.	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.541 ^a	1	0.000

Source: Primary Data

INFERENCE

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.

LEVEL OF STRESS TOWARDS WORKING HOURS BASED ON THEIR FAMILY TYPE

H0 (Null hypothesis) - There is no significance difference between level of stress towards working hours and their family type.

H1 (Alternate hypothesis) - There is significance difference between level of stress towards working hours and their family type.

Table-10 - CROSS TABULATION – LEVEL OF STRESS TOWARDS WORKING HOURS BASED ON THEIR FAMILY TYPE

	Level of stress		
Family Type	High level of stress	Low level of stress	Total
Nuclear family	65	68	133
Joint family	30	37	067
Total	83	87	200

Source: Primary Data

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.

Table -11-CHI- SQUARE-LEVEL OF STRESS TOWARDS WORKING HOURS BASED ON THEIR FAMILY TYPE

Chi-Square Test			
	Value	df.	Asymp. Sig. (2-sided)

Pearson Chi-Square	21.541 ^a	1	0.129
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Source: Primary Data

INFERENCE

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 significant 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 concluded that there is no significance difference between level of stress towards working hours and their family type. 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.

SUGGESTIONS

There is improper and heavy tight management of labor schedule and shifts which might cause mild stress that may 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 scale back the strain and health issues.
- Managers should collect the feedback from the staff within the continuous basis so the conflicting issues are avoided.
- Other way of overcoming stress is thru Recreation Facilities like Games, Music Listening, and Separate Room for Recreation, Staff Picnic and Cultural Development.

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

- The stress level among the service stores employee's is sort of high, which results in low productivity and turnover. So therefore the mangers should take necessary steps to scale back the strain.

CONCLUSION

Employers should provide a stress free work environment, they ought to recognize where stress is becoming an issue for workers and may take correct remedies for reducing stress. Hence it's

concluded that less stress will surely improve the output of a private and also the organization. So, so as to cut back stress faced by the staff the retailers must indulge into conducting some extra cocurricular activities, by doing exercise and it's an excellent anti stress remedy for relaxing mind and body. In order that the workers stress may be reduced and it'll also boost them to figure more for his or her organization.

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