

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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WORK STRESS WITH SPECIAL REFERENCE TO EMPLOYEES OF ELANTE MALL (CHANDIGARH)**RENU SAINI****ASST. PROFESSOR****PUNJAB COLLEGE OF COMMERCE & AGRICULTURE****VILLAGE SARKAPRA, CHUNNI KALAN, DISTRICT FATEHGARH SAHIB, PUNJAB****ABSTRACT**

Modern life is full of stress and no one can escape from stress as it is unavoidable. In today's world it is a big challenge for everyone as it has great impact on the performance of an individual as well as on performance of whole organization. Every employee finds it difficult to cope up with rapid changes taking place at their workplace and this in turn leads to situation of stress among employees. People feel stressed when they are trapped in the situation of losing complete control over what happens in their life. An attempt has been made through this research paper to find out the reasons behind stress among employees of Elante mall and what are the techniques to overcome the stress being faced by employees at their workplace. Surely, this research will help the employees in one or the other way.

KEYWORDS

work stress, environment, workload, role conflict.

I. INTRODUCTION

In today's cut throat competitive environment, stress is being faced by almost every person whether they are working at upper level or at lower level in an organization. We all have some expectations from ourselves and also from other people working with us and when these expectations are not fulfilled, then the situation of stress arises. Then this stressed situation reduces the efficiency and performance of an individual. Through this research, focus has been made on main factors which are responsible for stress and techniques to be adopted to reduce stress.

In medical field the term stress has been explained as, "Stress is the body's general response to environmental situations". Stress can manifest itself in both positive and negative manner. Stress is positive when it motivates to give the best and strengthen us to achieve our targets just like a friend. In other words, positive stress is given the term Eustress. Stress can be negative also just like an enemy which causes various diseases like B.P, asthma etc. and given the term Distress.

According to Beehr and Nowman, stress has been explained as, "The condition arising from the interaction of the people and their jobs, and characterized by changes within people that force them to deviate from their normal functioning".

II. REVIEW OF LITERATURE

Many researches have been conducted on job stress till now and many researchers have suggested different ways to cope with stress. Some of the researches conducted are as follows:

Yates, and Iva in their research work titled "Reducing occupational stress", (2005) explained that some of the workers in a manufacturing company felt that their job was very stressful, while others felt that their job was extremely increasing the stress towards their family life. The survey also suggested various job conditions that can be adopted to maintain a stress less work life.

Struebing, Laura in their article titled "Eight ways to reduce employee stress", (1996) concluded that many of the employees have stress related to health problems and therefore suggested to set achievable targets, encouraging exercise regularly, paying for the overtime hours in time.

Garnitz, Rick in his article titled "Managing the interrelationship of work, family and finances", (1998) concluded that there is need for employers to address the interrelationship of work, family and finances. To relieve the employees from stress, they emphasized on employee self-reliance and empowering employees through education and they also suggested various work life benefit programs.

J.E. Agolla in his article titled "Occupational stress among police officers", (2009) has conducted a study to find out the symptoms of stress and strategies adopted to cope with work stress among the police service in Botswana. During study the stressors identified were; getting injured while on duty and the use of force when the job demands to do so. The strategies which were adopted were identified as exercising, healthy eating or diets, career planning and employee training.

Nagesh, P. and Murthy, M.S. Narasimha in their article titled "Stress Management at IT call centers", (2008) has concluded and identified the important factors which contribute to work stress. Some of them were: demands of the job, support from colleagues and management, clarity of role and organizational change. They also concluded that the measure in the form of training to individuals will enable to manage stress at workplace in general.

III. LEVEL OF STRESS

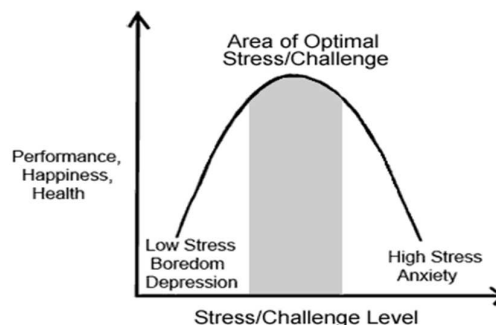
Stress level is different for different people; therefore, it is highly individualistic in nature. Some people may have high tolerance level for stress, and they face the stress situation in proper manner while others may have low level of tolerance for stress and they become paralyzed when they interact with routine factors that appear undesirable to them.

Stress can be categorized into two types:

1. Eustress
2. Distress

Eustress is healthy and positive in nature. This type of stress motivates people to work hard and perform better than before. Distress is unhealthy and negative in nature. This type of stress demoralizes the employee and adversely affects the efficiency and performance of an individual.

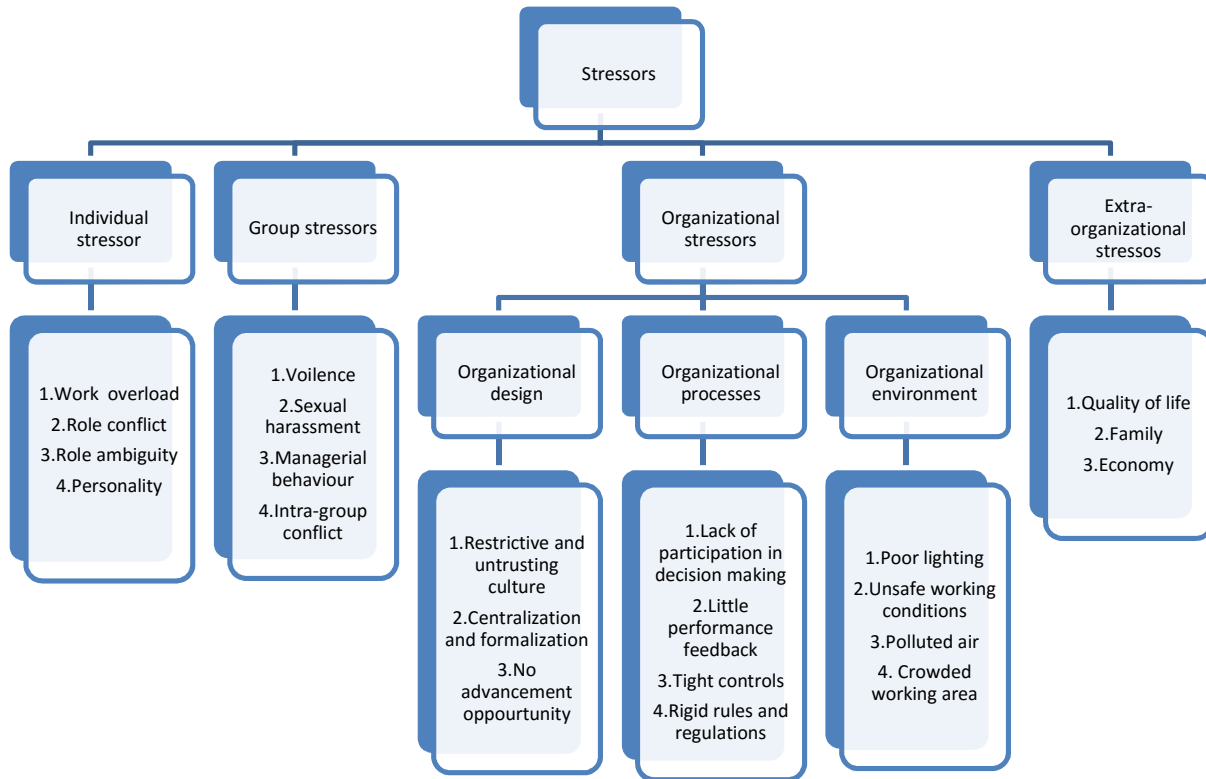
FIG. 1



IV. CAUSES OF STRESS

Any event in life that a person finds difficult to cope with can be a potential cause of stress. Many things can cause stress- physically, mentally and emotionally. In physical way it could be fear of something dangerous, mentally it could be depression and emotionally it could be worry over your family or job. The first step in reducing one’s stress is to identify the cause behind that stress situation. Stress is caused by many factors and the stimuli that produce stress or which causes stress is called stressor. There are hundreds of different types of stressors. The following diagram shows the various stressors:

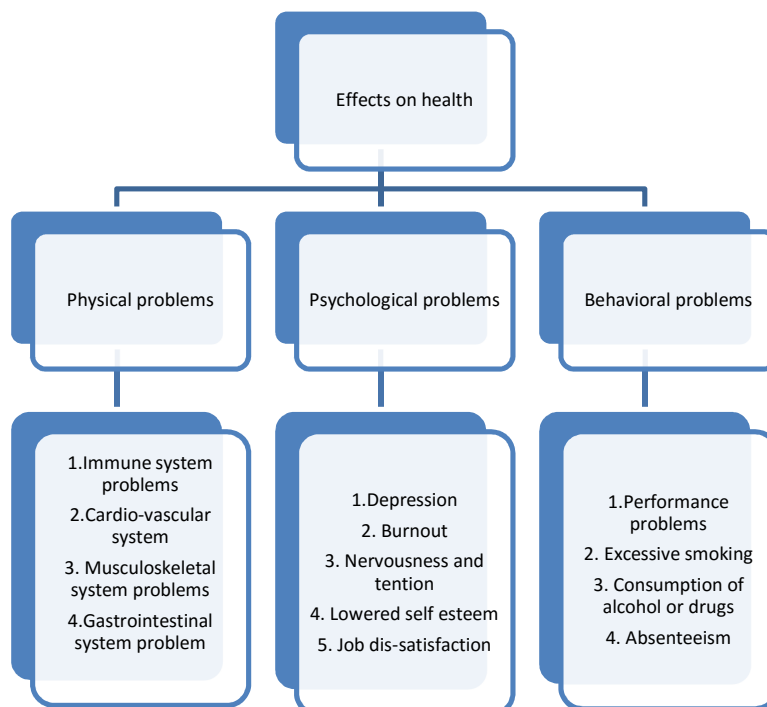
FIG. 2



V. EFFECT OF STRESS ON HEALTH

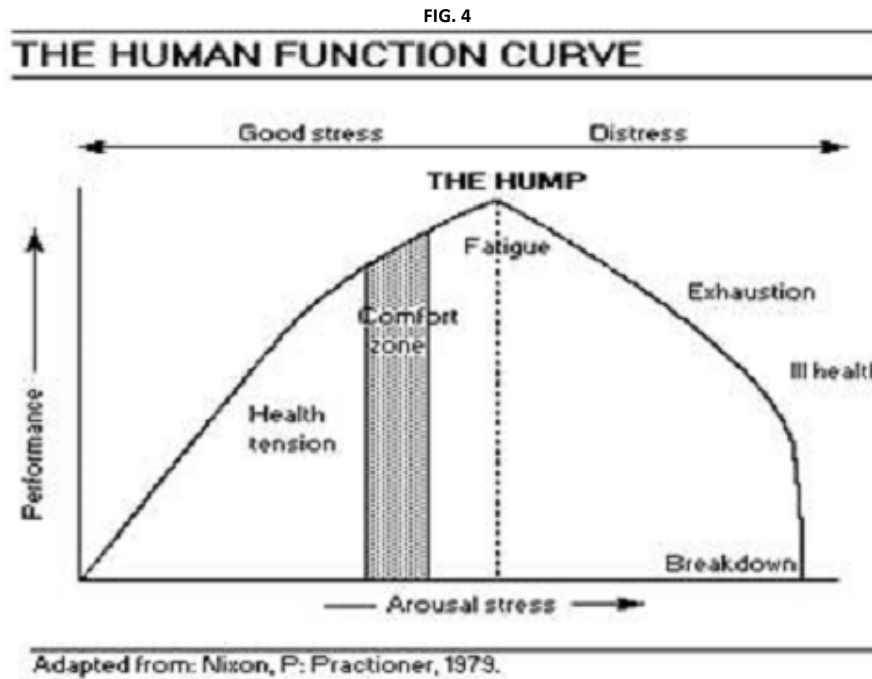
As we know, stress is unavoidable and has adverse effect on the health of employees and this effect could be in the form of physical, psychological and behavioral. The factors which come under the physical, psychological and behavioral problems are explained through diagram shown below:

FIG. 3



VI. STRESS AND ITS IMPACT ON PERFORMANCE

Stress has a great impact on the performance of an individual; which in return affect the overall performance of an organization. So there is great need to focus on those factors of stress which affect one’s performance. Stress motivates the people to work up to a certain level but after attaining the stage of “Hump” it becomes negative in nature. The impact of stress on performance is elaborated with the help of diagram given below:



VII. COMPARISON OF EFFECT OF STRESS ON PERFORMANCE, HELATH, & BEHAVIOUR

	Performance	Health effects	Behavior
Low stress	Low performance	Dull	Low motivation
Optimum stress	High performance	Good health	High motivation
High stress	Poor performance	Insomnia Psychosomatic illnesses	Anxiety

VIII. STRATEGIES TO COPE WITH STRESS

Stress is harmful as it affects the performance and health of an individual. There is need to adopt the techniques and methods which help in reducing the stress. There can be both healthy and unhealthy ways of coping with stress.

HEALTHY WAYS TO MANAGE STRESS

- 1.) **Meditation:** Every individual must teach himself to reduce tension through relaxation techniques such as yoga, meditation. 20-25 minutes a day of deep relaxation releases tension and provide a person with pronounced sense of peacefulness.
- 2.) **Take a break:** The best strategy to manage the stress situation is to take a break from the situation which is causing stress. One can spend enjoyable moments with his family in that break.
- 3.) **Talk to others:** Talking to other persons will definitely help in reducing stress and relax your mind up to certain extent. Even sometimes sharing the stress situation with others; gives solution to cope up with that situation.
- 4.) **Time management:** One of the reasons of stress is that most of the people are very poor in managing their time. The result of poor time management is feeling the work overload and tension. Therefore, an individual must manage his time so that he can cope with tension created by job demand.
- 5.) **Knowledge about stress:** In the beginning stage, an individual should become knowledgeable about stress. He must be aware of the causes of his stress and should decide what he can do to manage his stress level.
- 6.) **Saying “NO”:** An individual should not say “Yes” when he wants to say “No”. He should start saying “no” to the managers who demand too much of his time. Being assertive will help a person to reduce his stress.

UNHEALTHY WAYS OF COPING WITH STRESS:

There strategies to manage stress help in reducing stress temporarily but can cause great damage to an individual in long run.

1. Too much drinking
2. Smoking
3. Sleeping too much
4. Using drugs and pills to relax
5. Consuming too much caffeine.
6. Physical violence.
7. Gambling
8. Driving too fast and/or recklessly.

IX. OBJECTIVES OF THE STUDY

- 1.) To analyze the level of stress among employees.
- 2.) To study the impact of stress on performance and health of employees.
- 3.) To study the reasons of work stress among employees at Elante mall.
- 4.) To recommend the different techniques to reduce work stress.

X. RESEARCH METHODOLOGY

For conducting this research, a questionnaire has been prepared and distributed at the workplace of the employees at Elante mall (Chandigarh). Convenience sampling method is used in this study as the data are collected on the convenience of the researcher. Data for this research was collected from the employees working in Elante mall (Chandigarh) of Shopper stop, Westside, Big bazar. The sample size of the research is 100 employees. The data for review and background detail is secondary data and has been collected from various websites, books and internet sources. Discussions with HR managers of all stores were also conducted to know the reasons of stress and programs conducted or efforts taken by them to help their employees to face stress situation. The data is presented in tabular form and analyzed on the basis of percentages. Garret's Ranking Technique was applied to rank the reasons for job stress among the employees of Elante mall. Chi-square test was also used to test the relation between the overall job stress and age, monthly income and experience.

XI. DATA ANALYSIS AND INTERPRETATION

The results of the analysis of the collected data are presented under different heads.

TABLE 1: AGE OF THE SAMPLE RESPONDENTS

S.No	Age Group	No of Respondents	Percentage
1	Below 30 years	60	60
2	30-35 years	28	28
3	Above 35 years	12	12
	Total	100	100

Source: Primary Data

From the Table 1, it is indicated that 60% of the respondents working at Elante mall are below 30 years and the respondents belonging to the age group of 30-35 years and above 35 years are 28% and 12% respectively.

TABLE 2: GENDER OF THE SAMPLE RESPONDENTS

S.No	Gender	No of Respondents	Percentage
1	Male	64	64
2	Female	36	36
	Total	100	100

Source: Primary Data

From the Table 2, it is indicated that majority of respondents working at Elante mall are male whereas only 36% of the respondents are female.

TABLE 3: FAMILY SIZE OF THE SAMPLE RESPONDENTS

S.No	Family size	No of Respondents	Percentage
1	Less than 3 members	36	36
2	3 to 6 members	52	52
3	More than 6 members	12	12
	Total	100	100

Source: Primary Data

From the Table 3, it is indicated that 52% of the respondents have family size of 3-6 members. The respondents having family size of less than 3 members and above 6 members are 36% and 12% respectively.

TABLE 4: EXPERIENCE LEVEL OF THE SAMPLE RESPONDENTS

S.No	Experience	No of Respondents	Percentage
1	Less than 3 years	48	48
2	3-6 years	28	28
3	6-9 years	24	24
	Total	100	100

Source: Primary Data

From the Table 4, it is indicated that 48% of the respondents have less than 3 years of experience and the respondents having 3-6 years and 6-9 years of experience are 28% and 24% respectively.

TABLE 5: INCOME OF THE SAMPLE RESPONDENTS

S.No	Income	No of Respondents	Percentage
1	Less than 15000	34	34
2	15000-30000	48	48
3	Above 30000	18	18
	Total	100	100

Source: Primary Data

From the Table 5, it is indicated that 48 % of the respondents fall within the income group of 15000-30000. The respondents having income less than 15000 and above 30000 are 34% and 18% respectively.

TABLE 6: FELLING WHILE WORKING IN ORGANIZATION

S.No	Response	No of Respondents	Percentage
1	Satisfied	36	36
2	Unsatisfied	40	40
3	Average	24	24
	Total	100	100

Source: Primary Data

From the Table 6, it is indicated that only 36% of the respondents working at Elante mall feel satisfied while working and 40% of the respondents feel unsatisfied. Remaining 24% respondents feel average.

TABLE 7: LEAVE IN PAST 1 YEAR DUE TO STRESS

S.No	Response	No of Respondents	Percentage
1	Yes	58	58
2	No	42	42
	Total	100	100

Source: Primary Data

From the above table it is indicated that majority of respondents (about 58%) working at the Elante mall had taken leave in past one year due to stress. Remaining of the respondents (i.e 42%) had not taken leave in past one year due to stress.

TABLE 8: STRESS SITUATION FACED BY RESPONDENTS AT THEIR WORKPLACE

S.No	Response	No of Respondents	Percentage
1	Mostly	18	18
2	Rarely	28	28
3	Sometimes	42	42
4	Not at all	2	2
	Total	100	100

Source: Primary Data

From the Table 8, it is indicated that 18 out of 100 sample respondents face stress situation at their workplace and 28% of the respondents feel that they rarely face stress situation. Most of the respondents (i.e 42%) sometimes face stress situation at their workplace and remaining 2% respondents not at all face stress situation at their workplace.

TABLE 9: WAYS TO HANDLE STRESS SITUATION

S.No	Response	No of Respondents	Percentage
1	With the help of others	36	36
2	Through meditation	46	46
3	Depend upon stress level	18	18
	Total	100	100

Source: Primary Data

It is indicated from above table that 46% of the respondents handle their stress situation through meditation and 36% respondents take help of others to handle stress situation. Remaining 18% feel that it entirely depends upon stress level that how they handle stress situation.

TABLE 10: EFFECTS OF STRESS ON BEHAVIOR OF RESPONDENTS

S.No	Response	No of Respondents	Percentage
1	Aggressive	46	46
2	Feeling irritated	38	38
3	No effect	16	16
	Total	100	100

Source: Primary Data

From the Table 10, it is indicated that 46% of the respondents working at Elante mall become aggressive due to stress, 38% respondents feel irritated and remaining 16% feel that they have no effect of stress on their behavior.

TABLE 11: EFFECTS OF STRESS ON PERFORMANCE OF RESPONDENTS

S.No	Response	No of Respondents	Percentage
1	Performance increase	24	24
2	Performance decrease	48	48
3	Remains stable	28	28
	Total	100	100

Source: Primary Data

From the above table 11, it is concluded that nearly 48% of the respondents feel that their performance decreases due to stress and 28% of the respondents feel that stress doesn't effect their performance and it remains stable. Remaining 24% respondents favored that their performance increases due to stress.

TABLE 12: SMOKING/ DRINKING TO EXCESS AS A WAY TO DEAL WITH STRESS

S.No	Response	No of Respondents	Percentage
1	Yes	38	38
2	No	42	42
3	Sometimes	20	20
	Total	100	100

Source: Primary Data

From the above table 12, it is concluded that 42% of the respondents says that they do not smoke/drink to excess as a way to deal with stress and 38% respondents smoke/drink to excess as a way to deal with stress. Remaining 20% respondents sometimes smoke/drink to excess as a way to deal with stress.

TABLE 13: OVERALL STRESS LEVEL

S.No	Response	No of Respondents	Percentage
1	High	32	32
2	Low	20	20
3	Average	48	48
	Total	100	100

Source: Primary Data

From the above table, it is concluded that 48% of the respondents feel that they have overall average stress level and 32% respondents feel that they have overall high stress level. Remaining 20% of the respondents feel that they have overall low stress level.

XII. CHI-SQUARE ANALYSIS

In order to test the null hypothesis that there is no relationship between the age and the overall job stress of the sample respondents, Chi-square test was applied. As the calculated value of 4.652 is lower than the table value of 9.49 at 5 per cent level at 4 degrees of freedom, the null hypothesis is accepted. Hence, it is confirmed that there is no relationship between the age and the overall job stress of the sample respondents.

In order to test the null hypothesis that there is no relationship between the monthly income and the overall job stress of the sample respondents, Chi-square test was applied. As the calculated value of 5.186 is lower than the table value of 9.49 at 5 per cent level of significance at 4 degrees of freedom, the null hypothesis is accepted. Hence, it is proved that there is no relationship between the monthly income and the overall job stress.

In order to test the null hypothesis that there is no relationship between the experience and the overall job stress of the sample respondents, Chi-square test was applied. As the calculated value of 12.888 is higher than the table value of 9.49 at 5 per cent level of significance at 4 degrees of freedom, the null hypothesis is rejected. Hence, it is proved that there is relationship between the experience and the overall job stress.

XIII. GARRET'S RANKING ANALYSIS

In order to rank the most influencing reason for the job stress of the sample respondents, Garret's Ranking Technique was used. Table 19 reveals the mean scores of various reasons

TABLE 14: MEAN SCORES OF VARIOUS REASONS

SI	Reasons	Mean	Rank
1	Work overload	52.40	I
2	Job security	50.10	IV
3	Financial problem	45.80	V
4	Long working hours	50.50	III
5	Unachievable targets	51.20	II

Source: Primary Data

It is inferred from table 14 that a heavy work load is the most important reason for job stress of the sample respondents with a mean score of 52.40. The second and third important reasons are unachievable targets and long working hours with a mean score of 51.20 and 50.50 respectively. Job security is ranked at four and is followed by financial problem which is ranked at the fifth and last position.

XIV. SUGGESTIONS

1. The employees working in various stores at Elante mall, (Chandigarh) feel that they are overloaded with the work which leads to work stress so they should be given manageable workload only.
2. There should be mutual understanding between employees and management and communication gap should also be reduced.
3. The employees should be provided with healthy environment and various programs should be conducted to help employees in coping with stress.

XV. CONCLUSION

Various factors -work overload, job security, financial problem, long working hours, unachievable targets taken into consideration for this study cause work stress. A majority of employees working at Elante mall had overall average level of stress. So there is need to motivate the employees who didn't know how to tackle their work stress situation and which techniques would benefit them the most. It is concluded that meditation is one of the most effective and popular technique of relief from work stress.

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