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**NEED FOR THE EMERGENCE OF HEALTH CARE MEASURES TOWARDS WOMEN PERSONNEL'S
OCCUPIED UNDER RETAIL SHOPPING MALLS IN THE DIRECTION OF JOB STRESS
IN CHENNAI CITY**

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Abstract

Aim: The present investigation aims to identify the impact of job stress and coping strategies with the intention to measure the level of job satisfaction among women employees in shopping malls.

Methods: The data has been collected from five selective shopping malls including 120 women employees with five major groups includes sales representatives, billing, customer care executives, security and housekeeping employees in shopping malls. The studies have chosen descriptive analysis to extend theory and research with primary data using proved questionnaire of Udai Pareek for job stress and Coping Strategies Inventory - David L. Tobin and Job Satisfaction Scale - Dr. Rita Shresthya and H.C. Ganguli.

Results: The result reveals that job stress and coping strategies are significantly influencing the sign of stress among the employees in a positive manner and it is significantly affecting the job satisfaction and job performance among the employees. The data were analyzed using SPSS and Amos statistical software delivers the Cronbach's alpha value for the pilot study data is .822

Conclusion: Though different strategies are resorted to meet the demands of career on family, the pattern of coping strategies are similar among all work groups the job satisfaction level becomes reduces. Therefore, it is very important for the employer and the employees to realize the impact of stress and the stressor that cause all the negative effects. If these techniques are properly implemented, the retailing may save the life of the young and energetic women employees to increase their productivity.

Keywords: Shopping mall; women employee; job stress; coping strategies; job satisfaction.

Introduction

The world of business today is very different from the world of business fifty years ago. Women's in the society and organizations are filled with conflicting commitment and responsibilities. The changing roles of women in the world have led to greater participation in the employment sector and changes in many aspects of fashionable life. Modern technological advances enrich the budding work and family roles of women in this country to increase the national income in this 21st century. It had been anticipated that increased participation in work for women and subsequent participation in multiple roles would result to increase the inhabitant creativity with personal ineffectiveness and exhibits itself into a general dissatisfaction in their work. So there is great impact in women employees that end up with stress. Some stress factors are Insufficient holidays, Unsatisfied jobs, Unsecured jobs, Heavy workloads, Too much of responsibility, Working for long hours, Having poor management, Working under dangerous conditions, Chance for advancement or risk of termination, Facing discrimination or harassment at work and Unsupportive company management.

Employees working in retail stores, especially in specialized areas such as Shopping malls, supermarket, retail outlets, departmental stores marching in the presence of instant prioritization with growing competition towards profit maximization. Especially shopping mall image is a holistic entity created from the elements such as retail mix, infrastructure and atmosphere to create a shopping destination for its potential shopper's. The term Shopping Mall means "market for all". The first mall was constructed in Canada known as West Edmonton mall. A mall comprises of Shopping complexes, food courts and retail outlets etc. Malls usually cater to Shopatainment (Shopping and Entertainment) with independent retail stores, services, and a parking area, which is conceived, constructed, and maintained by a separate management.

The modern marketing-oriented concept with the opening up of financial services sector in India and tough market conditions the companies on one side have started feeling the pressure of sales targets and on the other side also started realizing that they must fulfill the needs of the customers. This paradoxical situation has made the job of salespersons very difficult. However retail employees have to balance the expectations of management and customers. Role stress is defined as a persisting state of mental tension resulting in to negative psychological, psycho-social, and behavioral outcomes. Studying role stress is a potential method of reducing the negative effects of retail role stressors and may help

to further our understanding of how to better manage retail employees. Thus an attempt is made to assess the various dimensions of stress and the coping strategies followed in order to study the job satisfaction among women employees in shopping malls.

Objectives of the study

- To study the factors responsible for job stress among women employees in shopping malls.
- To analyze the coping strategies of stress prevailing among women employees in shopping malls.
- To measure the job satisfaction level of women employees in shopping malls.
- To study the relationship among job stress, coping strategies and job satisfaction of women employees in shopping malls.
- To analyze the impact of personal demographic of respondent on job stress, coping strategies and job satisfaction.

Significance of the study

Women's in the society and organizations are filled with conflicting commitment and responsibilities. In almost all the countries, governments are providing special provisions for women's development and efforts are being made to extract maximum of their talent. Stress underlies such diverse conditions as psychosomatic, heart diseases and can be a major contributor to disturbances in one's emotional, social, company and family life. It inhibits creativity and personal effectiveness and exhibits itself in a general dissatisfaction; there is great impact in women employees that end up with stress. Thus an attempt is made to assess the various dimensions of stress and the coping strategies followed in order to study the job satisfaction among women employees in shopping malls.

Hypothesis

Following hypotheses were framed to study the sources of job stress and its impact on organizational commitment among the women employees in shopping malls with different designation. The null hypothesis were framed to prove the alternative hypothesis as it is necessary for the research work.

1. There is no relationship between job stress & coping strategies of women employees in shopping mall.
2. There is no relationship between job stress and job satisfaction of women employees in shopping mall
3. There is no relationship between coping strategies of women employees & the job satisfaction level.

In order to test the hypotheses, following research model was made.

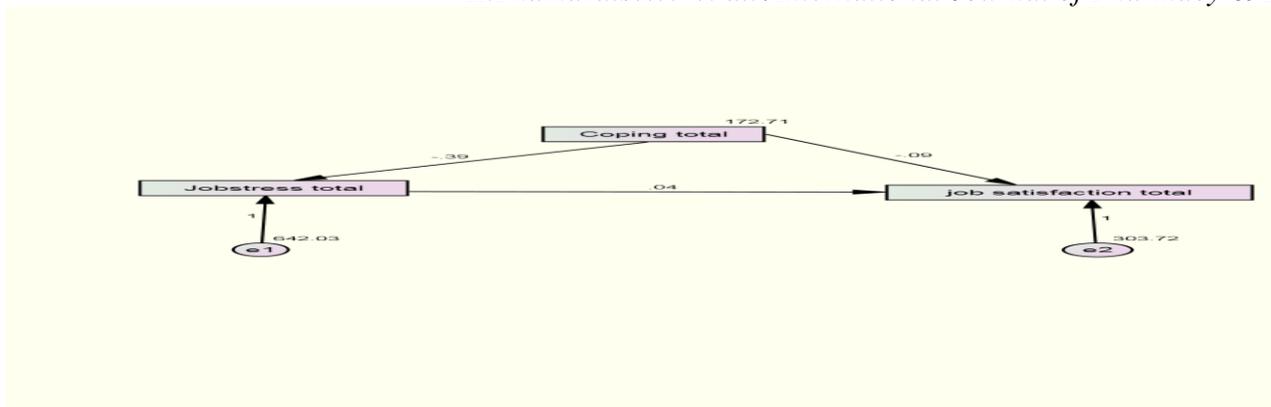


Figure-1: Research model.

Materials and Methods

The purpose of the study is to study the logical relationship between stress, coping strategies & its impact on job satisfaction among women employees in shopping mall with special reference to the city of Chennai. The study has been made after a detailed review process of various literature and previous research. Exploratory research design is being used for clear and precise investigation and information is gathered about practical problems on a particular conjectural statements. The sampling used in this study is Simple random sampling because the sample is selected with equal probability.

Table-1: Descriptive Statistics Demographic components.

Table – 1 Descriptive Statistics							
	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Ages in years	120	2.35	1.097	.197	.221	-1.271	.438
Educational qualification	120	2.56	1.425	.518	.221	-1.097	.438
Marital status	120	1.65	.479	-.637	.221	-1.622	.438
Family type	120	1.38	.488	.486	.221	-1.794	.438
Number of family members	120	3.09	1.449	-.112	.221	-1.393	.438
Position	120	2.74	1.429	.256	.221	-1.340	.438
Experience	120	2.42	1.097	.507	.221	-.728	.438
Monthly income	120	2.47	1.084	.751	.221	-.259	.438

(in Rs)							
Total hours working per day	120	2.07	.683	-.084	.221	-.825	.438
Valid N (listwise)	120						

Source: primary data

Table 1 shows the complete profile of respondents in terms of gender, age, ethnicity, education level, number of years of work experience, and monthly income of the 120 respondents. In terms of age group it has been categorized as below 26, 26 -35, 36 – 45, and above 46 years. Based upon the survey result shows that majority of the women employees are under the age group of below 35. Secondly when compared to educational level, majority of them were moderately educated and settled in a nuclear family. when compared to the role of women employees in shopping malls are classified into five major divisions namely sales representatives, cash and billing executives, customer care executives, security and housekeeping employees. While notifying their experience level, majority of them have less than two years' experience. In order to know their work timing it segregates into below 8hrs, 9 – 12hrs, above 12hrs. The results shows that majority of them are under the work timing of 9- 12hrs. Finally while classifying the physiological problems faced by the women employees denotes that fatigue, Loss of appetite, sleeping disorder, menstrual syndrome and joints & body pain due to prolong standing, eating habits, heavy workload, and top pressure in their workplace.

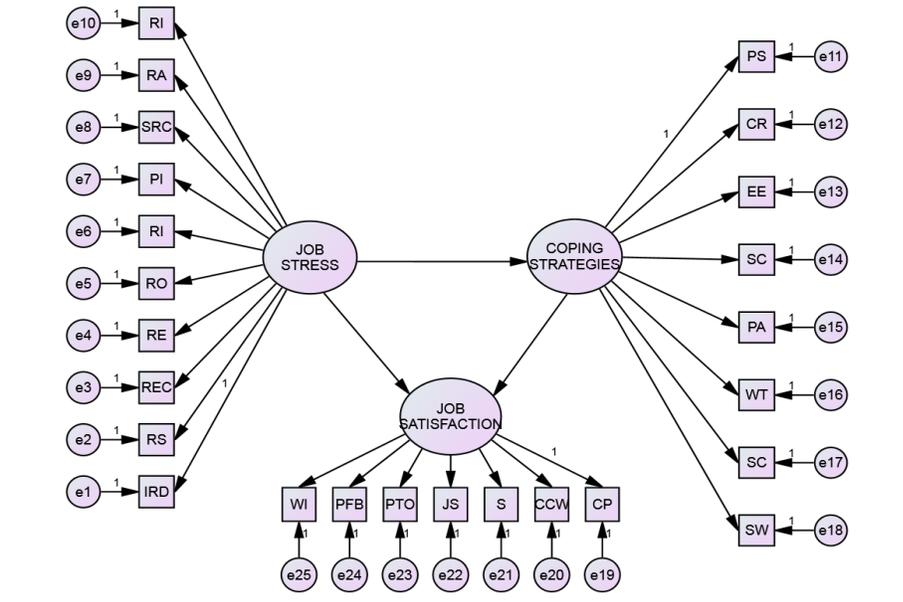
Three main factors of Research

A conceptual frame work has been formulated in order to better understand the logical relationship between the three study variable one acting as a mediating variable in a three dimensional view as follows.

- ❖ Job stress: A feeling of tension that occurs when a person assesses that a given situation is about to exceed his or her ability to cope and consequently will endanger his or her well-being and also includes the feeling that one's capabilities, resources, or needs do not match the demands of the job. Hence Hans Selye , defines stress in General Adaptation Syndrome which consists of three phases: Alarm Reaction, Resistance, as a major concern of the modern times which can causes harm to employee's health and performance.
- ❖ Coping strategies : Managing stress in some effective way of emotion-focused forms of coping change how we view a situation (our reaction) or Problem-focused forms of coping deal directly with the stressor to eliminate it.

❖ Job satisfaction: Job satisfaction is associated with such factors as opportunity to engage in interesting work, degree of control over work, availability of child-care facilities, and income and fringe benefits. However, job satisfaction also depends upon the qualities that the worker brings to the job, such as personal traits and attribution style.

Figure-2: Model Framework with Variables



The job stress scale was developed by UdaiPareek (1983) to measure 10 role stresses. It is a 5-point scale containing five items for each role stress and a total of 50 statements. The scale is reported to have satisfactory reliability as well as validity. The ten role stressors such as Inter-role distance (IRD), Role Stagnation (RS), Role expectation conflict (REC), Role Erosion (RE), Role overload (RO) Role conflict (RC), Personal Inadequacy (PI), Self-role distance (SRD), Role ambiguity (RA), Resource Inadequacy (RI). Based on the factors of coping strategies are classified into 8 factors such as Problem Solving, Cognitive Restructuring, Express Emotions, Social Contact, Problem Avoidance, Wishful Thinking, Self Criticism, and Social Withdrawal. Finally job satisfaction consists of 7 factors as Work Itself, Pay and other financial benefits, Promotional and training opportunities, Job security, Supervision, Colleagues/ Co-worker and Company practices.

Reliability test

Reliability is measured with the help of “CRONBACH’S ALPHA” Statistic Test with the help of SPSS version 23. The CRONBACH’S ALPHA test results ranges from **0.822 to 0.916** for different segments of research instrument indicating that it is reliable.

Table -2: Reliability and Validity

S.No	Scale	Cronbach's Alpha
1	JOB STRESS	.916
2	COPING STRATEGIES	.822
3	JOB SATISFACTION	.880

The Cronbach's alpha value for the pilot study data is .822 The overall job stress scale have obtained Cronbach's alpha score of 0.916, which indicates that the scale has highly acceptable for the internal consistency of reliability. Further the other factors are also highly accepted for the reliability with the score 0.822 for coping strategies and 0.880 for the determination of job satisfaction level.

Result

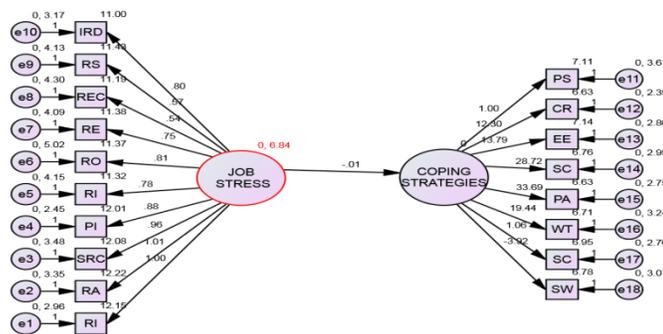
i - Job stress Vs. Coping strategies

Several studies have tried to determine the link between job stress and job satisfaction. Job stress and Job satisfaction are the two hot focuses in human resource management researches. According to Stamps and Piedmonte (1986) Job satisfaction has been found significant relationship with Job stress. One study of general practitioners in England identified four job stressors that were predictive of job dissatisfaction (Cooper, et al., 1989). In other study, Vinokur-Kaplan (1991) stated that organization factors such as workload and working condition were negatively related with job satisfaction. Based on the followed research the null hypothesis framed to prove the alternative hypothesis.

Null Hypothesis -There is no relationship between job stress & coping strategies of women employees in shopping mall.

Alternative Hypothesis - There is a relationship between job stress & coping strategies of women employees in shopping mall.

Figure-3: Relationship between Job Stress towards Coping Strategies.



The desire value CMIN and degree of the freedom for the model is 5.162 which is respectable and reliable to fit a model for mentioned independent variables. Thus the variables are accepted to fit a structural model. The RMSEA table it is inferred that the value for the default is 0.000 which is significant fit at 5%level of sig.

Table-3: Estimates and Fit index.

	Estimate	S.E.	C.R.	P
e1	3.162	.455	6.952	***
e2	4.230	.569	7.440	***
e3	4.525	.603	7.500	***
e4	4.411	.607	7.270	***
e5	5.116	.706	7.243	***
e6	4.355	.603	7.223	***
e7	2.439	.374	6.519	***
e8	3.214	.487	6.597	***
e9	2.847	.454	6.271	***
e10	2.788	.441	6.327	***

Table- 4: Model Fitness Value.

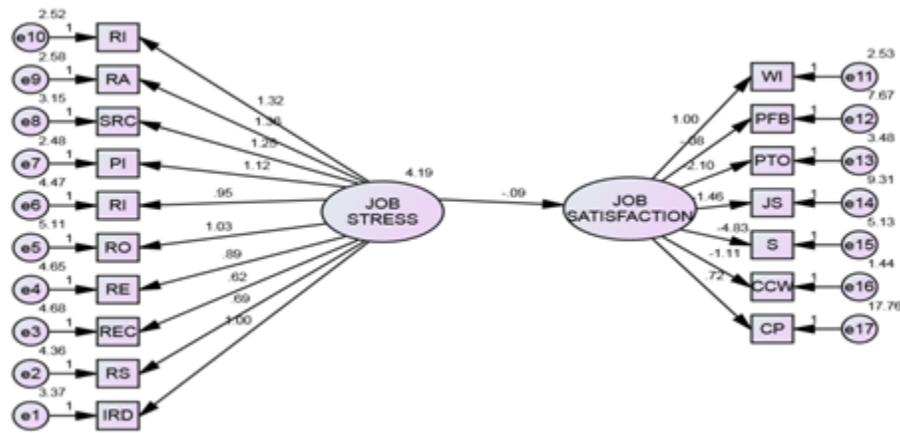
Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.200	.186	.213	.000
Independence model	.253	.241	.265	.000

ii –Job stress Vs. Job satisfaction

Null Hypothesis -There is no relationship between job stress and job satisfaction of women employees in shopping mall

Alternative Hypothesis - There is a relationship between job stress and job satisfaction of women employees in shopping mall.

Figure – 4: Relationship between Job Stress towards Job satisfaction.



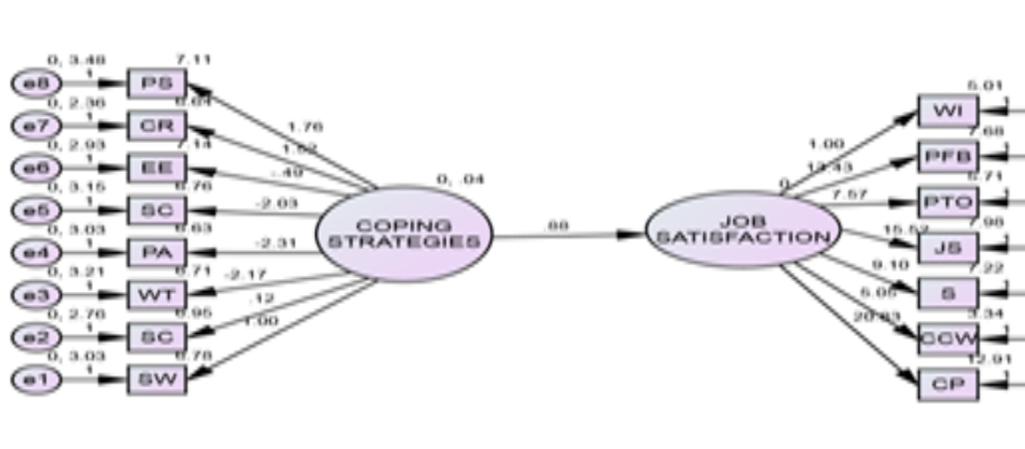
The desire value CMIN and degree of the freedom for the model is 5.154 which is good and reliable to fit a model for mentioned independent variables. Thus the variables are accepted to fit a structural model. The RMSEA table it is inferred that the value for the default is 0.000 which is significant fit at 5% level of sig.

iii - Coping strategies Vs. Job satisfaction

Null Hypothesis: There is no relationship between coping strategies of women employees & the job satisfaction level.

Alternative Hypothesis: There is no relationship between coping strategies of women employees & the job satisfaction level.

Figure – 5: Relationship Between coping strategies and job satisfaction.



The desire value CMIN degree of the freedom for the model is 5.134 which is good and reliable to fit a model for mentioned independents variables. Thus the variables are accepted to fit a structural model. The RMSEA table it is inferred that the value for the default is 0.000 which is significant fit at 5% level of sig.

Table – 5: Correlation regression – Overall Job Satisfaction.

	JSTri_ i_co n10	JSTra_ _con9	JSTsrc_ _con8	JSTpi_ _con7	JSTri_ _con6	JSTro_ _con5	JSTre_ _con4	JSTrec_ _con3	JSTird_ con2	JSTird_ con1
JSTri_ con10	.000									
JSTra_ con9	.865	.000								
JSTsrc_ _con8	.397	.521	.000							
JSTpi_ con7	-.358	.538	.126	.000						
JSTri_ con6	-.657	- 1.186	-.048	.297	.000					
JSTro_ _con5	.345	-.332	-.858	-.590	.985	.000				
JSTre_ con4	- 1.04 3	- 1.000	-.523	.157	1.607	1.385	.000			
JSTrec_ _con3	-.639	- 1.488	-.649	-.194	1.117	.678	2.156	.000		
JSTrs_ con2	-.430	-.153	-.364	-.153	.038	.363	1.175	.702	.000	
JSTird_ _con1	.200	-.225	-.121	-.190	.128	-.206	-.179	1.177	.169	.000

Findings and Suggestions

As this research termed to be a unique research in analyzing the impact of job stress, coping strategies and job satisfaction of women employees in shopping mall as it fills the research gap between the high income profession and low income employees. Based on the literature review, majority of the study deals with women stress and only focusing on high income level employees or the professionals in order to analyze the effectiveness of stress level. The result shows that there are robust association between job stress, coping strategies and job satisfaction in order to identify the stress level of women employees under shopping mall. As the shopping mall is also termed to be a unorganized sector it clearly

proves that there is high level of stress in their workplace. The workplace is a complex environment and stress at work is a complex process which means different individuals can respond to the same stressors in different ways with different characteristics.

Based on job stress factors, the variables such as inter role distance, personal inadequacy, role ambiguity, self-role conflict are some of the difficult situation among the women employees which create to increase the stress level. As per the result, it is being analyzed that job stress is negatively related to job satisfaction. In other words, employees who are able to tackle with stress in a positive way will be more satisfied with his/her job as compared to those who consider stress as a barrier. It is consistent with previous findings (e.g. Le Rouge et al.,2006), Even though, the stress reducing techniques have been adopted by the retailing companies, it is not sufficient to reduce or eliminate the stress among the employees because of lesser involvement and implementation. When the rate of implementation reduces most probably leads to lack of job satisfaction and performance among the employees as it is not properly and consistently followed.

Conclusion

The study concludes that majority of the women employees are easily attracted by the retail organizational works due to minimum qualification for entrance, shift basis of work, easily reliable, near to the locality, low restriction in work and lack of targeted service. Moreover it is also considered as a decent job for women employees when compared to other unorganized jobs. Mainly women employees may suffer from tremendous roles of circumstances like hostile work environment due to role erosion, role overload, role conflict, personal inadequacy, self-role distance, role ambiguity and resource inadequacy has become a major concern of the modern times which can harm to employees in health and their performance.

It is also essential to upgrade their skills and knowledge frequently in order to reduce the stress among working women. There is a need to support, encourage and motivate the women in order to reduce their stress at work place. However it can be controlled & reduce effectively by giving counseling, incorporating the suggestions given by the employees, aligning the goals of employees with the overall organizational goals and caring about the well-being of employees. HR must implement these commitments so that the ideals of the enterprise and deeds of its employees are congruent to ensure a consistent flow of trained & satisfied manpower in the future. Organization

must begin to manage people at work differently, treating them with respect and valuing their contribution by way of continuous support, encouragement and motivation should provide a conducive work environment, which is free from work related stressors with abundant amount of personal and job related resources. The shared service center should formulate policies related to better workplace design and working conditions. Future research should also try to explore specifically these factors or constructs for implementation of programs at managerial level by highlighting more particular details on these constructs.

Acknowledgement

This paper is fully based on the physiological and psychological stress faced by women employees working under five major groups include sales representatives, billing, customer care executives, security and housekeeping employees in shopping malls. Paper mainly concentrated and selected only five shopping malls which consist of maximum women employees in central area. We greatly appreciate the reviewers for their valuable comments and suggestions to improve the quality of the article.

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