Research Paper

STRESS MANAGEMENT OF WORKING WOMEN IN RMKV TEXTILE SHOP WITH SPECIAL REFERENCE TO TIRUNELVELI DISTRICT,

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Abstract

The changing roles of women worldwide have led to greater participation in the employment sector and changes in many aspects of fashionable life. Women are now employed in male-dominated fields such as law, professional sports, the military, law enforcement, firefighting and top-level corporate positions. Today, working women spend less time maintaining the household than 30 years ago.[1] It had been anticipated that increased labour force participation for women and subsequent involvement in multiple roles would result in increased stress. Research studies have determined that it is true. Women

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[1]UrskaTreven, Sonja Treven and SimonaSarotarZizek, Effective approaches to managing stress of employees, Volume 4, Issue 10 (2011), pp. 46-57, Review of Management Innovation & Creativity

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participating in various parts experience more significant mental and physical stress-related problems.

Introduction

The retailing sector of textile products is one of the booming sectors, showing India's witnessed revolution. It provides significant employment opportunities for several disciples in this current scenario. However, with the growing retail entities marching towards a high level, it also provides the platform for stress in their daily lives. Textile shops have opened a vast employment opportunity to all kinds of disciples with minimum qualifications. Nowadays Retail Industry is at a boom and is experiencing the participation of women. They are willingly joining this sector to gain knowledge from a different perspective. It is a lucrative profession, and women are urged to join the retail industry without any qualms, spoiling the age-old tradition of running homes and killing their capabilities. Exclusively women workers working in retail outlets were mainly allotted to challenging work such as serving the customer with foodstuffs, cosmetics, and kids' products, including tough jobs like security, billing, counselling, guiding, housekeeping, etc. "Shop till you drop" is typically mentioned in citation to women because men virtually dislike shopping. Everybody knows men buy but women shop. Both have different priorities while walking down the aisles. Women are by and large impulse purchasers, whereas men are planned, shoppers.

Review of Literature

An Empirical studies relating to job stress, the impact of stress, stress-related health problems, and coping strategies are reviewed, which proved to be very useful to the researcher for getting an insight into the study's main objectives and finalising the methodology.

Manjula, (2014)[2]As per the findings, moremales are employed in the deemed universities, and they guide for the M.Phil. degree and often handle 3-4 batches. A common effect of stress was studied on the body, mood and behaviour. They manage stress through physical exercise, relaxation techniques, meditation and yoga. Teaching is a stressful profession for Associate Professors. The health conditions of the respondents are good despite stressful

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[2]*Manjula, P. (2014). A study on Teacher's Stress Management with Special Reference to Deemed Universities in Chennai. Intercontinental Journal of Human Resources Research Review ,2 (1).*

careers. Most Associate Professors are not availing of their leave and find it difficult to cope with the work environment. Technology Aided Learning (TAL) does not provide any stress for them. Teachers are forced to get involved in the factor of concern and long working hours. Most of the time, teachers lack support in the job; changing terms and conditions of the employment, organisation policies, and students' discipline are the significant causes of stress, followed by class size. They suffer different health problems like headaches, mood swings and physiological pressure.

Sri Ram (2014)[3], in the survey, says that "Indian employers rank stress number one lifestyle risk factor", indicating that Indian employers are ahead of their Asia Pacific counterparts in developing strategies to manage work-related stress as one in every three employers instituted stress management programmes last year and an almost equal number plan to do so this year, According to the 'Staying at Work' by the foundational edition of Asia Pacific, the survey was conducted by expert services company Towers Watson, stress is the number one lifestyle risk factor, ranking above obesity and physical inactivity. Almost 1 in every 3 Indian companies instituted stress or elasticity management programmes in 2013, and a nearly equal number plan to follow suit in 2014. As stress being ranked as one lifestyle risk factor in India, this number is expected to grow," the report said.

Taruna et al. (2014)[4], in their study, have attempted to examine the level of satisfaction of the senior secondary school teachers toward their job. The study analysed the teachers' job satisfaction levelsbased on five demographic factors. These include the type of school, gender, locality, academic qualification and socioeconomic status. A sample of 400 secondary school teachers of Rohtak and Sonipat districts of Haryana State were selected to analyse job satisfaction. To measure the level of job satisfaction, the Job satisfaction scale by Singh & Sharma (1999) and to measure the socioeconomic status, the Socioeconomic Status Scale by Kalia&Sahu (2008) were used. The study's findings suggest a significant difference between the level of job satisfaction, the type of school, and the level of job satisfaction and gender. That is, teachers from different schools differ in their level of job satisfaction. Similarly, the teachers of varying sex differences in their level of job satisfaction. Whereas, the study could also find that there is no relationship between the level of job satisfaction on the one hand and the locality, academic qualification and socioeconomic status.

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[3]*Sri Ram (April20, 2014, 12.02pm)"Indian employers rank stress number one Lifestyle risk factor: Survey", Economic Times.*
[4]*Taruna, Pooja 2014, "Analytic Examination of Teachers" Job Satisfaction in Senior Secondary Schools", International Journal of Education and Psychological Research, vol. 3, no. 3, pp. 74-78.*

Bhumika M (2015)[5] has outlined "In eight proven ways to manage stress as a software testing professional", that stress is an inevitable part of everyone's life. Everyone is stressed due to one reason or another. While stress management is rising as a professional industry, the author has tried to pen down some of the most common stress factors for testing professionals, along with some proven remedies. In Tester's Life, Four Common Reasons for Stress are No recognition at work, Time Pressure, less pay, and the Need for continuous learning.

Lakshmi Narayanan. S, Savarimuthu. A (2015)[6], in their qualitative research titled "Work-Family conflict, Family-Work conflict as predictors of work-life balance among women employees working in I.T. industries", aimed to study the relationship between the bidirectional conflicts and their impact on the work-life balance of women working in information technology industries. A total of 500 questionnaires were distributed and out of which only 353 responses were received, yielding a response rate of 70%, which is better than the rate of similar studies. On further examination, 45 answers were found to be incomplete. So for all practical purposes, the sample size used for analysis is 308. The multi-item scale was used for Measuring Work-Life Balance. The outcomes specified that work-life balance issues were of significant worry to the women employees working in I.T. industries.

Profile of the Study

Founded in 1924 by Sri Rm.K.VisvanathaPillai, RmKV today is reputed for its wedding silks, unique silk sarees, as well as family apparel, with large showrooms in Chennai, Tirunelveli, Coimbatore and Bengaluru. With 99 years' experience in silk, we are identified with quality products, design innovations and new techniques in handloom silk weaving which have won us two National Awards. Today RmKV's vision is taken forward by Sri. Rm. K. Sivakumar, following in the illustrious foot-steps of his father Sri.V.Kumaraswamy and his brother Sri.K.Viswanathan.

The RmKV Design Studio has created numerous unique silk sarees to date, the most notable being Theme sarees such a s ChinnanchiruKiliye, Durbar Krishna, AishwaryaPookkal

[5]*Bhumika M (February12, 2015) "Proven ways to manage stress as a software testing professional", STH Team Member, posted in career software testing.*

[6] *S. Lakshmi Narayanan and A.Savarimuthu (Mar 23-25, 2015) "Work-Family Conflict, Family-Work Conflict as Predictors of Work-Life Balance among Women Employees Working in IT industries", School of Management, Manipal University, Manipal, St.Joseph's Institute of Management Studies, Trichy.*

and KuralOvium; the Grand Reversible Saree, the 50000-Colour saree, the Varnajaalam range, and the innovative Natural Silk range and Lino light-silk saree collections. Today you can custom-design your own saree in one of over 50000 colours, to be hand-woven by RmKV's team of master weavers.RmKV also carries a wide range of fancy and embroidered sarees, salwarkameez, and a complete range of ladies, gents and children's products.

Objectives of the Study:

Concerning the gap existing in the collected works and based on the inventiveconventions of the researcher, this research work is confined to analysing the following objectives

➢ To determine the demographic components of the women employees employed by the RMKV textile store in the Tirunelveli District.

➢ To investigate the impact of occupational stress on working women in the study region.

Research Design

A research design is a master plan that specifies the strategies and processes that will guide researchers in collecting and analysing data for their research. A research design is a specific blueprint, sketch, or drawing of the framework of a research endeavour to gather a population sample. It is made up of a succession of preceding statements that serve as a road map for a research effort. The descriptive research is carried out to ascertain and characterise the features of the variables under occupational stress and how they cope with their everyday activities in order to determine their degree of satisfaction. The methodological section of the study includes the following steps: sample size selection, questionnaire creation, data collection, data consolidation, and statistical tools.

Selection of the Sample Size:

The women workers at the RMKV textile business in Tirunelveli constitute the study population for this research. Because the complete population cannot be researched, the researcher used the sampling approach and selected the sample using a sample size calculator. However, most research find it difficult to analyse the entire universe; the best solution is to use sampling. At the same time, if the sample is large enough, it will have characteristics comparable to the population, and the results are often used to draw inferences about the people.

Details of Study Area, Sample Units and Sample size

Sl.No	Sample units selected	Population	Questionnaires Distributed	Fully completed Responses Received
PalayamkottaiTaluk				
1.	RMKV	319	292	244

Data Analysis and Interpretation

Table 1

Age of the Respondents

Sl.No	Age of the Respondents	Number of Respondents	Percentage
1.	Below 25 years	60	24.59
2.	25 – 35 years	94	38.52
3.	35 – 45 years	58	23.77
4.	Above 45 years	32	13.11
Total		**244**	100

(Source: Primary Data)

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Fig 1

Age of the Respondents
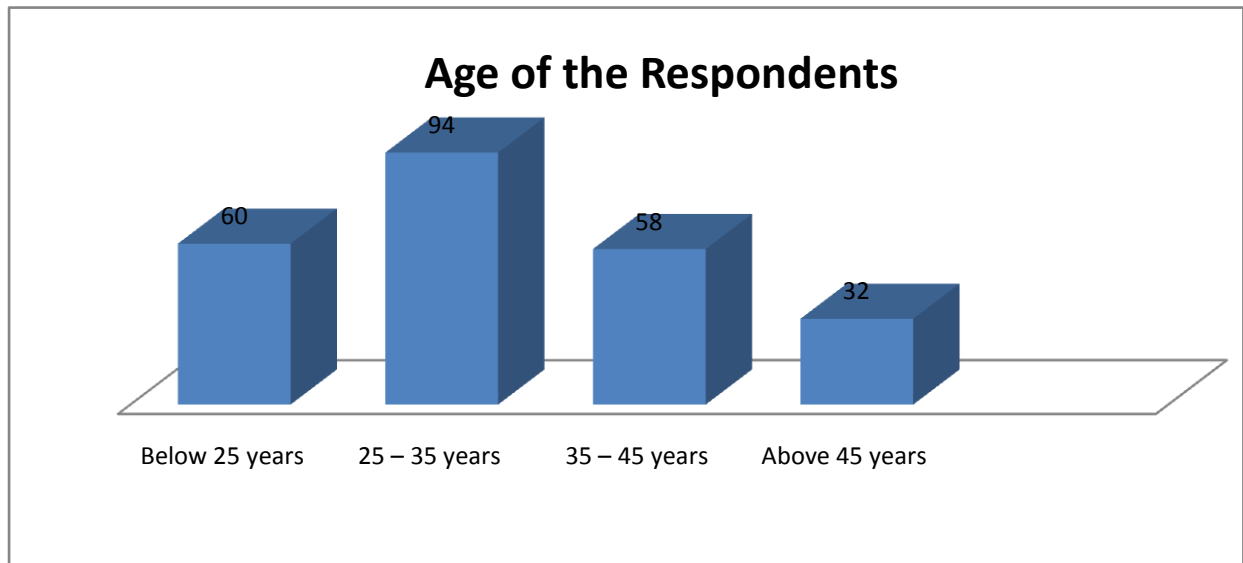
According to the above table and figure 1, 60 respondents (24.59%) are under the age of 25. It might be because of new career options at a textile business following graduation. At the same time, 38.52 percent of respondents are between the ages of 25 and 35. It is high because women between these ages are looking forward to getting a job to supplement their income. It is also worth noting that 23.77 percent of respondents are between the ages of 35 and 45, while just 32 (13.11% are above 45).
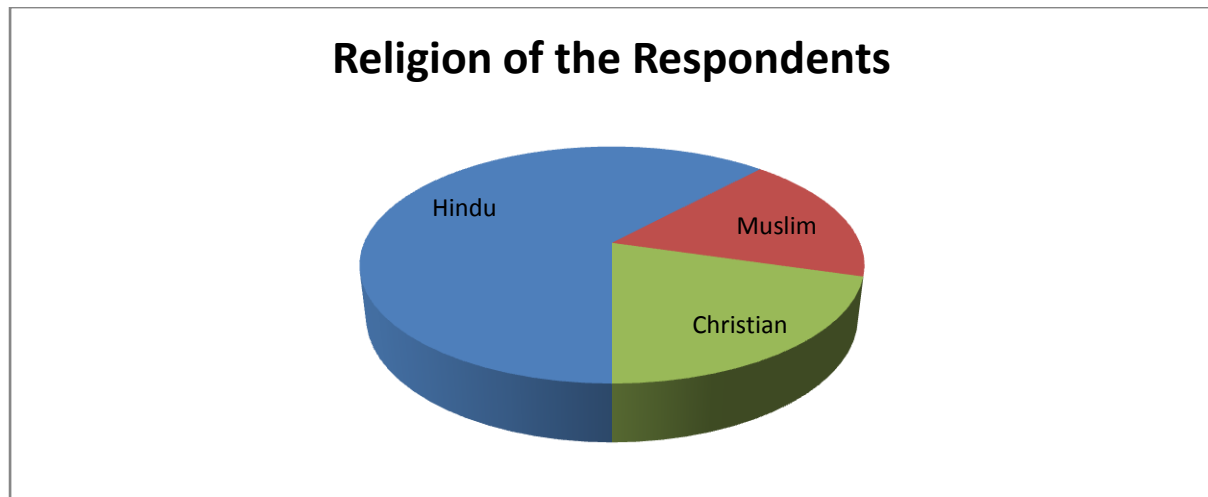
Table 2

The religion of the Respondents

Sl.No	The religion of the Respondents	Number of Respondents	Percentage
1.	Hindu	151	61.89
2.	Muslim	43	17.62
3.	Christian	50	20.49
Total		**244**	100

(Source: Primary Data)

Fig 2

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Religion of the Respondents

The table shows how the chosen respondents were classified religiously. It was discovered that 151 respondents (61.89%) belonged to Hinduism, 50 respondents (20.49%) were Christian, and only 43 respondents (17.62%) were Muslims.

Table 3

Educational Qualifications of the Respondents

Sl.No	Academic Qualifications of the Respondents	Number of Respondents	Percentage
1.	School education	55	22.54
2.	Graduate	112	45.90
3.	Post Graduate	42	17.21
4.	Other	35	14.34
Total		**244**	100

(Source: Primary Data)

In today's world, education is one of the most potent tools for finding work. Women are also actively involved in acquiring information through schooling. According to the findings, 55 respondents (22.54%) are educated at the secondary level, whereas 112 respondents (45.90%) are educated at the graduate level. Finally, the study reveals those persons who were educated but could not find the suitable employment and hence stayed

weak. Notably, 17.21% of respondents are postgraduates, with only 35% (14.34%) having completed I.T.I and diploma degrees.

Table 4

Residential Area of the Respondents

Sl.No	Residential Area of the Respondents	Number of Respondents	Percentage
1.	Rural	83	34.02
2.	Semi-urban	105	43.03
3.	Urban	56	22.95
Total		**244**	100

(Source: Primary Data)

Table 4 shows the respondents' classification depending on their residence area. According to the data, the majority of respondents (43.03%) lived in semi-urban regions, followed by 34.02 percent in rural areas, and just 22.95 percent in metropolitan areas.

Table 5

Working hours of the Respondents

Sl.No	Working hours of the Respondents	Number of Respondents	Percentage
1.	8 hours	77	31.56
2.	8 – 10 Hours	92	37.70
3.	10 – 12 hours	51	20.90
4.	Above 12 hours	24	9.84
Total		**244**	100

The textile shop is operated to entertain and satisfy the vital consumer, and it can be done quickly with the support of workers in the workplace. They act as a pillar for the growth of the business. Constant assignment for the workers can create a burden in the working area. The workforce must attend to the customer and manage them in every situation. Based on the working hour factor in the study area, it is noted that a maximum of 92 workers (37.70 per cent) work 8 – 10 hours per day and 77 respondents (31.56 per cent) work 8 hours. At the same time, 51 women workers (20.90 per cent) are working for 10-12 hours, and only 24 workers (9.84per cent) have above 12 hours, the highest working hours in the workplace.
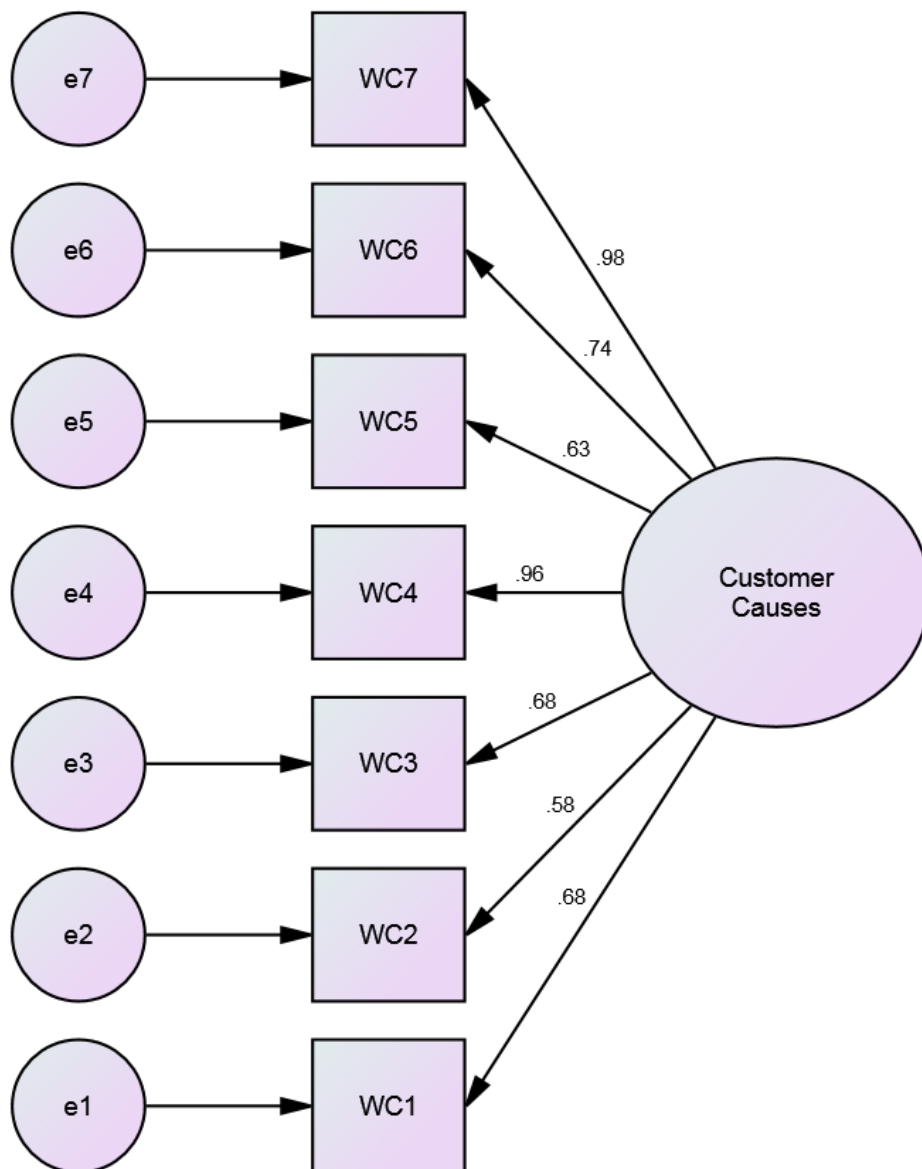
Table 6

CFA - Factors influencing work stress – Variables under the Construct Customer-related causes

Sl.No	Variables under the head"Customer related causes."	Code
1.	Frequently attending the customers	WC1
2.	Repeated and irrelevant questions from customers	WC2
3.	Continuous standing and waiting for customers	WC3
4.	Customers bargain not knowing the product cost	WC4
5.	Sometimes I get angry at customer's behaviour	WC5
6.	Customers are not well satisfied with our services.	WC6
7.	Gender Bias issues from customers	WC7

Fig 3

CFA - Factors influencing work-related stress – Variables under the Construct Customer-related causes

Table 7

CFA - Factors influencing work-related stress – Variables under the Construct Customer-related causes

Model fit summary of Structural Equation Model

Indices	Value	Suggested Value
Chi-Square value	45.066	--
Degrees of Freedom	14	--
Chi-Square value / Df	3.219	<5.00 (Hair et al., 1998)
P Value	0.197	>0.05 (Hair et al., 1998)
GFI	0.941	>0.90 (Hu and Bentler, 1999)
AGFI	0.935	>0.90 (Hair et al., 2006)
NFI	0.939	>0.90 (Hu and Bentler, 1999)
CFI	0.911	>0.90 (Daire et al., 2008)
RMSEA	0.038	<0.08 (Hair et al., 2006)

Table 5.19 discloses the model fit summary of variables selected under the hypothesis of the customer-related cause. The calculated P-value is 0.197, more significant than 0.05, which shows a faultless model fit. GFI (Goodness of Fit Index) value of 0.941 and AGFI (Adjusted Goodness of Fit Index) value of 0.935 more than the threshold level,representing a good model fit. The calculated CFI (Comparative Fit Index) value is 0.911,a continuous fit. It is also found that the RMSEA (Root Mean Square Error of Approximation) value is 0.038, which shows it is a perfect fit model. Hence Null hypothesis is accepted and states that the proposed model is fit and putative for further analysis.

Table 8

Standardised Regression Weights

Dependent Variables	Relation ship	Independent Variable	Estimate	Item Reliabilities	Standardised error Variance
WC1	<---	Customer related causes	.682	0.465	0.535
WC2	<---	Customer related causes	.582	0.339	0.661
WC3	<---	Customer related causes	.685	0.469	0.531
WC4	<---	Customer related causes	.962	0.925	0.075
WC5	<---	Customer related causes	.634	0.402	0.598
WC6	<---	Customer related causes	.745	0.555	0.445
WC7	<---	Customer related causes	.985	0.970	0.030
			CR **0.906	4.126/7*100 = AVE ** 58.94	

Confirmatory factor analysis was executed with the seven variables for expounding the factors influencing work-related stress under customer-related causes. Factor Loadings/ Regression weights of the Variables under the construct "customer-related Causes" were highly significant, and the items had toughly suitable loadings. The CFA analysis reveals that standardised factor loading fluctuates from 0.582 to 0.985. The variables itemised above' measured their reliability through the Cronbach alpha (0.7132). It is bigger than the threshold

value of 0.50 and advocates that all the variables can measure the "customer-related causes of stress.".The average variance explained was 58.94.The rule of thumb of AVE is 0.50 or higher points with adequate convergent validity. The construct reliability is 0.906. The power of thumb for a construct reliability estimate is that .7 or higher suggests good reliability.

Table 9

Association between the profile variables of the Respondents and their responses about Factors influencing work-related stress – Variables under the Construct Customer-related causes

Tests of Between-Subjects Effects					
Dependent Variable: Variables under the Construct Customer-related causes					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	481.453[a]	42	11.463	35.419	.000
Intercept	207.780	1	207.780	641.992	.000
Age	46.987	4	11.747	36.295	.000**
Religion	22.967	4	5.742	17.741	.000**
Social Status	6.584	4	1.646	5.086	.001**
Educational Quali	9.348	5	1.870	5.777	.000**
Error	144.671	447	.324		
Total	4609.000	490			
Corrected Total	626.124	489			
a. a. R Squared = .769 (Adjusted R Squared = .747)					

*Significant at 5 per cent level

** Significant at 1 per cent level

***Not Significant at 5 per cent level

Table 9 divulges the two-way ANOVA between the profile variables of the selected respondents and their replies about the factors influencing work-related stress – Variables under the Construct Customer related causes. "R" squared value of 0.769 is more than the threshold level of 0.60. Hence the model is fit for the auxiliary analysis and explanation. The "F" value of all the independent profile variables is more than one, and the corresponding significance values of the variables are less than 0.05 at a 95 per cent level of confidence. Hence it is established that there is a significant association between the profile variables of the respondents and their responses about the factors influencing work-related stress – Variables under the Construct customer-related causes.

Suggestions

1. The textile shop owners should provide job security to their female employees, and the textile shop management should clarify work practises to their female employees.
2. Proper training for female employees allows them to maintain positive connections with their coworkers and clients.
3. H.R. appropriately arranges the work and allocates enough staff to each department. Women workers should be aware of great customer interaction practises and avoid gender-based difficulties gracefully.

Conclusion

The passage of time has prompted a revision of one's attitude and view towards the people and society around us. Women's roles have changed dramatically in terms of both opposition and support. While hostility to novel positions for women, particularly the avatar of women, has significantly decreased, much effort still to be done to provide a safe and secure atmosphere for women at work and at home. Though women have achieved great success in securing professions that match their educational credentials and fit their economic needs, their attempts towards professional advancement are not without challenges. From sales to political leadership, women have risen to positions once reserved for men solely.Stress, along with other physical, domestic, economic and societal factors,balancing home and work is an excellent task. The role of women as a mother is the most challenging one for working women. Thus, life for working women is filled with considerable stress, which directly affects them at work and home. Job stress has to be addressed appropriately to ensure the well-being of women and thereby enhance their performance at the workplace. While this can be approached from all ends, like family, management and peers, the

individual must also contribute to stress management by adopting appropriate coping techniques. Implementing these techniques will ensure the ability to balance the workplace imbalance by reducing domestic hassles and improving workplace efficiency. A pleasant environment at home, combined with a work environment, will contribute to the well-being of the women employee and thereby give them job satisfaction. With a constant surge in women employees in retail sectors, especially shopping malls, it is paramount to keep these women's job stress at bay by providing coping techniques from all sides and helping them achieve job satisfaction. A satisfied employee at work is an asset to the organisation and family, as well in the large picture, contributes to the forward movement of society. An efficient women's workforce directly impacts a society's growth through adequate support to help them maintain a good homework balance.

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