

Analytical Study on Effect of Stress on the Employee Performance: A Case of Agri-Business Retail Outlets in Jammu

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ABSTRACT

The research study has been conducted on the levels, causes and consequences of stress in relation to job, pay packages, relation with colleagues, and environment. Stress is a crucial word in organizations in the present scenario. Without knowing the mental status and physical capacity and calibre, organizations are just assigning work to the employees. Stress at times can be taken as a positive word also but maximum times it is taken in a negative sense. The present paper is an attempt to focus on the stress level and factors leading to stress in employees. The research was taken in one of the leading and famous retail outlet of the Jammu. The study revealed by using the percentage and graphical analysis technique that most stressful type of work is that which includes excessive demands and pressures that are not matched with employee's knowledge and abilities. The result of the study also found that by changing the work environment, and techniques such as motivation, could be helpful in reducing their stress levels and working environment must be adequate to make a healthy and safe environment for the employees.

Keywords: Stress, demand, knowledge, environment

The perception and overlook towards the stress has changed over the years. Initially it was considered as environmental Pressure. Then strain within the person. Stress is a psychological and physical state that results when the resources of the individual are not sufficient to cope with the demands and pressures of the situation. Thus, stress is more likely in some situations than others and in some individuals than others (Anspaugh, D.J. *et al.* 2011). Stress is defined as a response to a demand that is placed upon a person. It can be simply understood as "a condition where one experiences a gap between the present and desired state." Merriam Webster (1998) defined stress as a physical, chemical or emotional factor that causes bodily or mental tension and

may be a factor in disease causation. It is a normal reaction when the brain recognizes a threat. When the threat is perceived, the human body releases hormones that activate its "fight or flight" response. Psychologist Richard S. Lazarus described stress as "a condition or feeling that a person experiences when s/he perceive that the demands exceed the personal and social resources the individual is able to mobilize. Stress in very general terms as anything about an organizational role that produces adverse consequences for the individual". For most people, stress is a negative experience (Beehr *et al.* 1985). However Lazarus (1991) argued that, stress is a transaction, a dynamic process that keeps on changing according to the role played by stress

moderators with the changing external economic and financial environment in different societies.

Occupational stress has become a challenge for the employer organizations as it results in low Productivity, increased absenteeism and collection of other employee problems like alcoholism, drug abuse, hypertension and host of cardiovascular problems (Meneze, 2005). Seibt *et al.* (2008) stated that stress is always present among employees however it can be reduced by improving the working conditions and quality of benefits in the companies. The present study was undertaken to study the effect of stress on the performance of employees and to find out elements used to remove/reduce the stress.

MATERIALS AND METHODS

The present study is based on descriptive type of research and has adopted convenience sampling technique to conduct the survey among the leading retail outlet Employees in Jammu. The data has been collected with the help of primary as well as secondary sources. The primary data has been collected through filling up the schedule/questionnaire from employees through market survey. The sample size for the study was taken as 100. After collecting the data the results has been analyzed by using percentage analysis and graphical method.

RESULTS AND DISCUSSION

Demographics of respondents

Most of the employees who are working in the retail outlet are in the age group of 21-30 years (45), followed by age group of 31-40 years (21), followed by age group of less than 20 years (20), followed by age group of above 40 years (14) respectively. Hence, result concludes that most of the employees who are engaged in retail outlet are males followed by 20 percent female workers (Table 1).

Table 1: Demographics of Respondents

Age	Number of Respondents	Percentage of Respondents
Less than 20 years	20	20
21 – 30 years	45	45

31 – 40 years	21	21
40 years above	14	14
<i>Total</i>	100	
Gender		
Male	80	80
Female	20	20
<i>Total</i>	100	

Stress felt at Job

Most of the employees of Big Bazaar face high stress at their job. There are also some employees who face extremely high stresses at their job (Fig. 1).

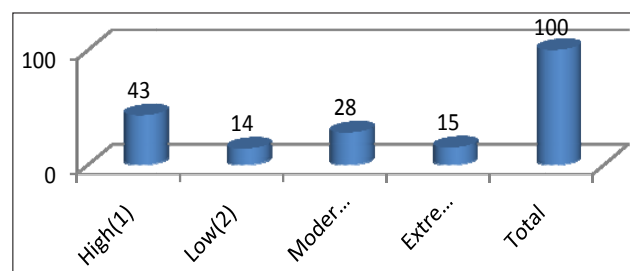


Fig. 1: Stress felt at job

Stress due to junior employees and colleagues

The respondents were asked about the stress arises due to junior staff in the office. Most of the employees feels that junior employees and colleagues make their job stressful high stress at their job (Fig. 2).

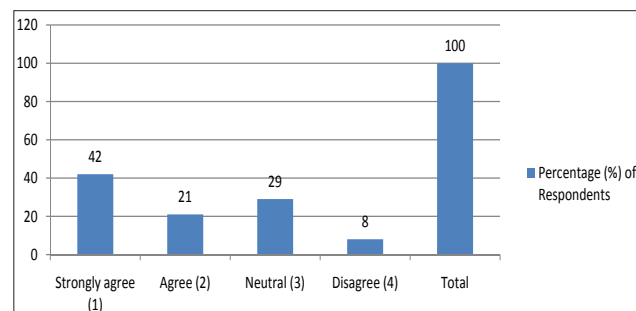


Fig. 2: Stress due to junior employees and colleagues

Handling stress situations

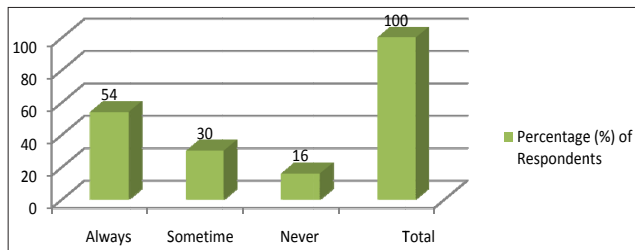
The respondents were asked about their ways to handle stress situations. Most of the employees handle stress situations according to the level of stress followed by handling stress situations optimistically and with the help of others (Table 2).

Table 2: Handling of stress situations

Response	Number	Percentage (%)
Optimistically	30	30
With the help of others	25	25
Depends upon level	45	45
Total	100	100

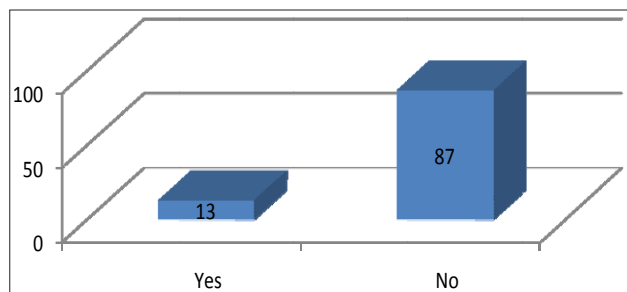
Reasons of frustration

The respondents were asked about whether they get frustrated when things do not run smoothly according to them. Most of the employees always get frustrated when things do not run smoothly according to them (Fig. 3).

**Fig. 3:** Frustration when things do not run smoothly according to own perception

Leave due to work related stress

The respondents were asked about whether they have taken leave in the past 12 months due to work related stress. The Fig. 4 shows that the most of the employees have not taken leave in the past 12 months due to work related stress.

**Fig. 4:** Leave due to work related stress

Satisfaction from Job

The respondents were asked about satisfaction on job related issues. The Table 3 shows that the most of the employees are dissatisfied about their job conditions.

Table 3: Issues of Job satisfaction

Response	Unpleasant job conditions	Enough time for family	Happy with pay package
Yes	71	04	10
No	29	96	90
Total	100	100	100

Perception about organizational motivation programmes

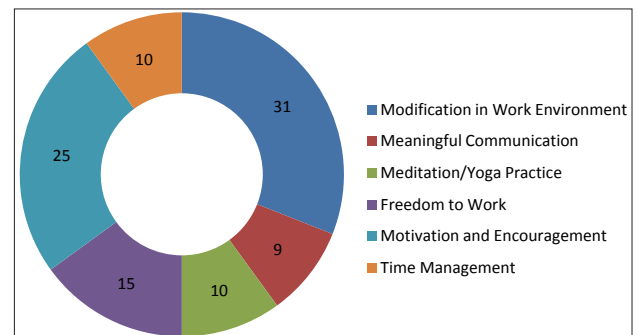
The respondents were asked about the role of organizational motivation programmes. The majority of the employees are agreed that their organization conduct motivational programmes on a good note. Thus, they gave a nod to this fact that motivational programmers acted as a coping factor for removing the stress among employees.

Table 4: Perception about motivational programmes

Response	Number of Respondents	Percentage (%) of Respondents
Excellent	10	10
Very good	21	21
Good	52	52
Average	17	17
Poor	0	0
Total	100	100

Methods and techniques adapted to reduce work stress

The respondents were asked about the methods used by them to reduce work stress.

**Fig. 5:** depicted the Methods and Techniques adapted to Reduce Work Stress

Good working environment has a direct, positive impact on the mind, giving it the strength and power to resist stress and therefore maximum employees, thought of adopting it, to overcome stress (Fig. 5).

CONCLUSION

The research study concluded that the majority of the employees (45 per cent) are in the age group of 21-30 years, who are working in the particular outlet taken for the study. This research study also revealed that majority of employees feels stress while at the job (85 per cent). Out of the different factors identified, excessive workload at the workplace was the major reason for their stress among the employees in the organisation. The most important factor behind facing stress is the work life imbalance between the employees. The study concluded that by changing the work environment, and techniques such as motivation, could be helpful in reducing their stress levels and working environment must be adequate to make a healthy and safe environment for the employees. It is recommended that the organizations should focus on finding out the stress levels of their employees. Working environment must be adequate to make a healthy and safe environment. Workload must be assigned to one's capacity and caliber. Employees feel lack of work stress only when demands and pressures of work are matched to their knowledge and abilities.

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