

# The Impact of stress on the employees productivity in retail textile industry in Tirunelveli District

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**Abstract:** In many large organizations, a period of dramatic downsizing, outsourcing, and globalisation raised the stress dynamics to get its full momentum. Although the changes in the organisations have led to greater mobility and more flexible work arrangements for some employees, for others they have raised concerns about employment security, increased work demands, and the loss of 'connectedness' result in the move towards less secure forms of employment . In many organisations, these changes have also been coupled with rapid technological change, and a strong push for greater efficiency, increased competitiveness, and improved customer services.

**Keywords:** Job stress. Sources, Causes of stress, Stress Preventions

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## INTRODUCTION

Employers cannot usually protect workers from stress arising outside of work, but they can protect them from stress that arises through work. Stress at work can be a real problem to the organisation as well for its workers. Good management and good work organisations are the best forms of stress prevention. As the pace at which our society operates increases, the pressures for every member of society to keep up with this pace also increase. Many of these pressures affect people through their jobs. Stress has become the "buzzword" that many people use to describe the impact that these pressures cause. In the short-term, stress can enable individuals to meet high levels of demand or pending deadlines. Prolonged stress, however, has been shown to cause illness and other conditions that can have detrimental effects on an employer's workforce.<sup>1</sup>

## NEED FOR THE STUDY

The study on stress prevailing among the employees of retail textile industry has become imperative, since stress has created a severe mental depression which has even lead to suicide in recent days. Also, for a remarkable productivity in an organization, the involvement of the employees towards their job activities must be quite high which could be obtained through minimizing job stress, motivational factors, stress-less environment, healthy relationship between the management and the employees, etc.

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<sup>1</sup> Jacobs, R.A. (2004). The invisible workforce: How to align contract and temporary workers with core organisational goals. National Productivity Review, Spring, 169-183

## Objectives of the Study

1. To identify the difference in the stress level of retail textile employees during both seasonal and non-seasonal times.
2. To identify the impacts of stress on the employees productivity in retail textile industry in tirunelveli district.
3. To find out the healthy ways to relax from stress followed by the retail textile employees
4. To suggest /recommend the effective mitigating mechanism to balance employees work life and reduce their stress level.

## Hypothetical analysis:

### PAIRED T-Test

The t test is used to know the presence of mean variations between two paired samples. Normally, this test is applied to know existence of the differences between mean of two paired samples.

### Null Hypothesis:

$H_0$  - "There is no mean difference between the stress level of employees in both seasonal time and non seasonal time."

To test the null hypothesis, the paired t test was applied and the results shown in the following table

**Table No. 1**

### Relationship between the stress level of employees in seasonal time and non seasonal time

Sl. NO	PARTICULARS	NON SEASONAL		SEASONAL		t VALUE
		Mean	S.D	Mean	S.D	
1	Job enlargement when coworker absent / leave	2.99	1.266	3.84	1.092	14.621**
2	Frequent job section changes	3.05	1.216	3.71	1.128	11.640**
3	Timing of job	3.12	1.209	3.78	1.132	11.086**
4	Workload	2.91	1.249	3.61	1.205	12.701**
5	Long working hours	3.00	1.250	3.74	1.104	11.776**
6	Shift work	2.87	1.234	3.54	1.221	11.281**
7	Inadequate break times/mealtimes	3.17	1.186	3.67	1.088	9.376**
8	Unfair distribution of work	3.05	1.293	3.57	1.182	8.468**
9	Repetitive/boring work	3.18	1.245	3.75	1.082	10.515**
10	bad – treatment in front of customers	3.14	1.279	3.67	1.097	8.942**
11	multi site working	2.93	1.181	3.57	.982	12.424**
12	Lack of regular breaks	3.15	1.210	3.78	1.057	11.825**
13	Presenteeism – feeling unable to take time-off sick	3.14	1.236	3.69	1.123	9.787**
14	Job changes without consultation	2.93	1.275	3.79	1.081	13.826**
15	Lack of resources/ support to do the job	3.04	1.215	3.81	.996	12.965**
	Total	45.6732	12.72738	55.5225	10.49381	16.671**

Source : Computed Primary Data

Note:

\*\* denotes significant level at 5%

It is evident from the table, \*\* since p value is less than 0.01, the null hypothesis is rejected at 1% level with regards to stress level of employees in both seasonal and non seasonal due to Job enlargement when coworker absent / leave, Frequent job section changes, Timing of job, Workload, Long working hours, Shift work, Inadequate break times/mealtimes, Unfair distribution of work, Repetitive/boring work, bad – treatment in front of customers, multi site working, Lack of regular breaks, Presenteeism – feeling unable to take time-off sick, Job changes without consultation and Lack of resources/ support to do the job. Hence there is significant mean difference between both seasonal and non seasonal time. The mean scores of stress level of employees of non seasonal (45.67) and seasonal (55.52) reveal that the stress level of employees in seasonal time is much higher than the non seasonal time.

The main factors of stress in non seasonal times are repetitive work (3.18) , lack of regular breaks (3.15) , bad treatment in front of customer (3.14), unfair distribution of work (3.05) and frequent job section change (3.04).

The main factors of stress in seasonal times are job enlargement (3.84) , lack of resources (3.81) , lack of regular breaks (3.78), timing of job (3.78) and long working hours (3.74).

**Table No. 2**

**Stress factors affecting Productivity of the Employees**

S.No	FACTORS	MEAN	S.D	RANK
1	Leave Increase	3.54	0.85	8
2	Increase in Absenteeism	3.13	0.73	13
3	Decrease in the Efficiency of Sales	4.12	0.21	2
4	Low Accuracy	3.28	0.66	10
5	Fall in Teamwork Spirit	2.89	0.93	14
6	Disinterested to Develop Customer Rapport	3.91	0.68	4
7	Impinge on the Performance	3.88	0.44	5
8	Decrease in Work Effectiveness	3.73	0.52	7
9	Evade Demo of Items to Customer	4.01	0.30	3
10	Being Emotional (Showing anger/being rude) with Customers	2.23	1.21	15
11	Poor to Maintain Rapport with Colleagues	3.17	0.87	12
12	Increase in Grievance	3.75	0.39	6

13	<b>Decrease in Sales Conversion Ratio</b>	<b>4.23</b>	<b>0.21</b>	<b>1</b>
14	<b>Obsessed with Quitting / Leaving the Job</b>	<b>3.21</b>	<b>0.59</b>	<b>11</b>
15	<b>Seeking Another Job</b>	<b>3.48</b>	<b>0.62</b>	<b>9</b>

Source : Computed Primary Data

The table reveals that the researcher has identified stress factors that affect productivity of employees in their work. From the tabulated data, the mean score 4.23 reveals majority of the employees have responded that stress in their work place results in the decrease in sales ratio. The second mean score 4.12 describes that the majority of the respondents feel that their sales efficiency has decreased due to stress. Many times employees evade to demo the sales items to the customers due to stress and fatigue. This factor takes the mean score 4.01. Subsequently, other factors such as **Disinterested to Develop Customer Rapport, Impinge on the Performance, Increase in Grievance, Decrease in Work Effectiveness** take mean score **3.91, 3.88, 3.75** and **3.73** respectively. Another major factor due to stress is that the employees go on leave often. This takes the mean score 3.54. Employees seeking or try to seek a switch over ranks 9th and takes the mean score 3.48. Being inaccurate in their work place and obsessed with quitting the job rank 10th and 11th respectively which take the mean score 3.28 and 3.21 accordingly. One of the important resultant factors, which takes the mean score 3.17 and ranks 12th, due to stress is that the employees fail to get on with their colleagues. This bad temper with colleagues sometimes leads to a big fight. Employees being absent from work is another major factor results in due to stress, which takes 13th rank and the mean score is 3.31. Employees lack in team spirit and being emotional with customers such as showing their anger to customers rank 14th and 15th respectively and their mean score are 2.89 and 2.23.

Thus, an employee faces all the above-mentioned problems in his work place due to stress.

Table No. 3

**Paving Way to Health Issues Due to Stress in Work Place**

	<b>FACTORS</b>	<b>MEAN</b>	<b>S.D</b>	<b>RANK</b>
1	Restless and Headache	4.33	0.21	1
2	Neck pain	3.29	0.79	7
3	Back pain	3.98	0.42	3
4	Migraine and Headache	3.12	0.83	10
5	Light headed or Slightly Faint	3.69	0.59	5
6	Dry mouth	2.76	1.43	14

7	Varicose veins	4.28	0.18	2
8	Heart and Chest Pain	3.16	0.89	9
9	Anxiety, Worry, Guilt or Nervousness	3.01	0.97	12
10	Depression	3.89	0.32	4
11	Nightmares	3.12	0.82	11
12	Problems in Concentrating	3.43	0.77	6
13	Difficulty in Making Decisions	2.89	1.29	13
14	Social Withdrawal	2.27	1.03	15
15	Sleeplessness	3.23	0.86	8

**Source:** Computed Primary Data

The previous table revealed factors due to stress in the work place of employees. This table reveals factors due to stress regarding the health issues of employees. Considered a silent killer, stress has its impact on one's healthy life. Employees feel restless and subjected to frequent headaches due to stress. This important factor which hinders employees from their efficient work ranks 1<sup>st</sup> and its mean score is 4.33. Most of the employees, whose work nature compels them to stand throughout the day, have varicose vein problems. Varicose veins are swollen and painful veins in legs due to stress and standing continuously. This ranks 2<sup>nd</sup> and takes the mean score 4.28. Stress is ubiquitous in its impact on health. One can have several problems due to stress. Two of the common problems related to health are back pain and depression. The main cause for these two health issues is stress. Back pain and depression take the mean score 3.98 and 3.89 and they rank 3<sup>rd</sup> and 4<sup>th</sup> respectively. Stress continues to have its impact. One is light headed and the other is lack in concentrating. 3.69 and 3.43 are the mean scores for these two issues and they rank 5<sup>th</sup> and 6<sup>th</sup> respectively. Neck pain and sleeplessness are two other problems employees face due to stress. Neck pain is a nuisance and its mean score in the table is 3.29, ranking 7<sup>th</sup> among other health issues. Stress paves way to sleeplessness and it, in turn, shoots up one's stress further. Ranking 8<sup>th</sup>, sleeplessness has 3.23 as its mean score. Employees are victims of heart attack/chest pain and migraine due to stress. Heart attack is a severe issue which can take one's life all of a sudden irrespective of age. Heart attack ranks 9<sup>th</sup> and its mean score is 3.16. Migraine is a very severe type of headache which results in difficulty in seeing. Migraine in the table ranks 10<sup>th</sup> and its mean score is 3.12. Employees have nightmares due to stress. In sound sleep, neither can one have dreams nor nightmares. Nightmares whose mean score is 3.12 are the results of sleeplessness due to stress. It ranks 11<sup>th</sup> in the table. Anxiety, worry, guilt or nervousness one gets because of stress. It ranks 12<sup>th</sup> and its mean score is 3.01 followed by another stress related factor i.e. *making decisions*. Since the employees are in chaos due to stress, they often fail to make apt decisions either in their personal life or in the work place. The rank is 13 for difficulty in making decisions and its mean score is 2.89. Dry mouth

and being introverts are the other problems employees face related to health due to stress. Introvert is an inability to mingle with others or society. These two rank 14<sup>th</sup> and 15<sup>th</sup> respectively whose mean scores are 2.76 and 2.27.

Besides these above-mentioned health issues, employees face other numerous problems related to health and their married life due to stress in the work place.

**Table No. 4**

**The Healthy Ways to Relax and Get out from Stress.**

	FACTORS	MEAN	S.D	RANK
33.1	Going for a Walk.	3.21	0.55	11
33.2	Executing Work After Planning	3.88	0.39	4
33.4	Spending Time Enjoying Nature.	3.01	0.63	13
33.5	Spending Time With Friends	3.34	0.70	9
33.6	Sweating Out Tension with a Good Workout.	2.75	0.98	15
33.7	Taking a Relaxed Bath.	2.91	0.84	14
33.8	Savor a Cup of Coffee or Tea.	3.59	0.61	6
33.9	Playing with Pets.	2.12	1.21	16
33.12	Reading Good Books.	3.21	0.88	11 A
33.13	Listening to Music.	3.56	0.53	7
33.14	Watching Comedy Scenes, Films	3.41	0.73	8
33.15	Setting Aside Relaxation Time.	3.91	0.34	2
33.16	Connected with Others.	3.32	0.72	10
33.17	Keeping Sense of Humor.	3.04	0.44	12
33.18	Exercise / Adopt A Healthy Lifestyle	3.78	0.71	5
33.19	<u>Eating a Healthy Diet.</u>	3.89	0.59	3
33.22	<u>Getting Enough Sleep.</u>	4.07	0.16	1

**Source:** Computed Primary Data

The table reveals some suggestions from the respondents, the victims of stress, in their workplace. The respondents have come out with many good suggestions to get rid of stress in their workplace. Getting enough sleep ranks 1<sup>st</sup> among all the suggestions. An employee's stress level will drastically come down if

he/she gets enough sleep. The mean score for this is 4.07. Employees seek time to relax during their working hours, which, they believe, will bring their stress level down. This ranks 2<sup>nd</sup> and its mean score is 3.91. Food in its way paves way to one's stress level. An employee deprived of healthy diet is sure to a victim of stress. It ranks 3<sup>rd</sup> and its mean score is 3.89. Procrastination may add fuel to the fire. Postponing is another cause of stress to employees. When a work is postponed, it adds up to numerous works undone. It is a sure way employees' stress level goes up. Immediate execution of work is a way to get rid of stress, according to the respondents. It ranks 4<sup>th</sup> and its mean score is 3.88. Most respondents feel a healthy life style with physical activities such as regular exercises, yoga would help them reduce their stress level in work place. This important aspect ranks 5<sup>th</sup> and it earns a mean score 3.78. Refreshments during their working hours such as tea or coffee would be a solace for the employees to forget their stress at least for that moment. Its mean score is 3.59 and ranks 6<sup>th</sup>. Listening to music and watching comedy scenes, according to the employees, would bring down their stress level. Listening to music ranks 7<sup>th</sup> and watching comedy scenes on television ranks 8<sup>th</sup> and their mean scores are 3.56 and 3.41 respectively. One of the important factors employees seek to divert their attention from stress is spending time with their friends. They also would like to be in the same departments with their friends or stay connected with their friends throughout their working hours. This they feel would reduce their stress level drastically. These two factors i.e. spending time with friends and to stay connected with them rank 9<sup>th</sup> and 10<sup>th</sup>. Accordingly their mean scores are 3.34 and 3.32. The other factors which the employees feel would reduce their stress level are as follows: going for walking (Mean score is 3.21), reading good books (Mean score is 3.21), keeping good sense of humour among the friends (Mean score is 3.04), enjoying nature (Mean score is 3.01), taking bath (Mean score is 2.91), workout (Mean score is 2.75) and playing with their pets (Mean score is 2.12). Going for walking, along with reading good books, ranks 11<sup>th</sup>. The other factors rank 12<sup>th</sup>, 13<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> respectively.

Thus, employees seek many remedies in order not to be victims of stress in their work place.

**Table No. 5**

**The Mitigating Strategies to Reduce Job Stress from Management**

SLNO	FACTORS	MEAN	SD	RANK
35.1	Listening to Music (Background Songs can be Played during Working Hours)	3.94	0.21	3
35.2	Cordial Relationship with Colleagues	3.56	0.53	10
35.3	Providing Training Periodically	3.31	0.86	14

35.4	Providing Specific/Proper Training	3.13	0.88	15
35.5	Good Refreshment Facilities inside the Shop	3.91	0.18	4
35.6	Providing Employment Opportunities to their Partner / Members of the Family Concerned	3.88	0.63	5
35.7	Conducting Games Periodically among the Sales Persons	3.65	0.54	9
35.8	Arranging Tour At Least Once a Year	3.76	0.73	7
35.9	Yearly Bonus	3.53	0.98	11
35.11	Arranging Yoga Classes	3.12	0.91	16
35.12	Advance Payment During Critical Situation	4.02	0.23	2
35.13	Free Medical Insurance Policy	2.99	1.04	17
35.14	Festival Allowances	3.66	0.59	8
35.15	Job Switch Over with Proper Consultation	3.82	0.44	6
35.18	Action Against Sexual Harassments	3.32	0.68	13
35.19	When Treated With Respect	4.12	0.12	1
35.20	Sufficient Tea/Coffee During Break.	3.43	0.39	12

**Source:** Computed Primary Data

This table brings out suggested measures to be taken from the management/employers. Employees seek much kind of measures from the employers. One such is that employers should treat employees with due respect. Most employees expect to be treated with humane. This factor ranks 1<sup>st</sup> and its mean score 4.12. The second most important factor employees expect from their employers is that they should be helped financially during critical time. Employees feel that their employers should pay their salary in advance during the time of need. This ranks 2<sup>nd</sup> and its mean score is 4.02. To ease one's stress, listening to music is considered a solace. So, employers to play/allow background music/songs in the working place during working hours. This factor earns a mean score 3.94 and it ranks 3<sup>rd</sup>. During working hours, employers can arrange refreshments for the employees within easy access i.e. in their workplace. This would reduce the employees' stress. They believe it diverts their attention. This ranks 4<sup>th</sup> and its mean score 3.91. Another important factor to reduce employees' stress is that the employers can provide job opportunity to the kith and kin of the employees. This ranks 5<sup>th</sup> and its mean score is 3.88. Employees seek a proper consultation during job switch over. This helps them select the job of their interest, which subsequently, reduces the stress level. This factor ranks 6<sup>th</sup> and its mean score is 3.82. Employers can arrange for their employees' tour, if not often, once in a year. A tour with their colleagues would help the employees forget the stress. Employees seek festival allowances from their employers. This definitely helps the employees to do away with stress. This is because stress from home is a hindrance to work at office. The employees may be



obsessed with the thought of their family. The former ranks 7<sup>th</sup> and the latter ranks 8<sup>th</sup>. Their mean scores are 3.76 and 3.66 respectively. To help maintain cordial relationships with their colleagues is a sure way to get rid of stress, according to the respondents. The employers can also encourage sports or indoor games among their employees. These two factors' mean scores are 3.56 and 3.65 respectively. One of the important steps to drive out employees' stress from the management is that they can render yearly allowance to the employees. This is always happy news for the employees and this rank 11<sup>th</sup> and its mean score is 3.53. The factor that ranks 12<sup>th</sup> is providing sufficient refreshments such as tea or coffee, to employees, from the employers. Its mean score is 3.43. These days sexual harassment in working place is a common threat. When employers take stringent action against the offenders/ wrongdoers, employees feel at home in their work place. This, in turn, eases their stress. This ranks 13<sup>th</sup> and the mean score is 3.32. A good workman never blames his tool. When employees are well versed or equipped with working knowledge, they will not be subjected to criticism from their higher officers or managers. This, in turn, helps them to be perfect in their work and reduce their stress. So, employers should arrange or encourage general training for their employees periodically. The mean score is 3.31 and the rank is 14<sup>th</sup>. There are other employees who feel that the employers can provide specific or proper training in the fields concerned. This, according to employees, is a sure way to diminish stress. The mean score for this is 3.13 and its rank is 15<sup>th</sup>. The final two measures to be taken from the employers are arranging yoga classes for the employees and providing free medical policy. These two measures which the employees expect from their employers rank 16<sup>th</sup> and 17<sup>th</sup> and whose mean scores are 3.12 and 2.99.

#### Conclusion :

In this study, the researcher finds that stress mars employees' health, their performance in work place and at last the entire business. The researcher emphasizes his point in this research that stress slows down the business. It decreases not only the employees' performance but also the productivity, sales conversion ratio, sales efficiency etc. Employees due to stress hesitate to demo the sales items to the customers. This is one of the reasons why there is no customer-employee rapport.

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