OCCUPATIONAL STRESS AND JOB SATISFACTION AMONG WORKING WOMEN IN FEMINA SHOPPING MALL, TRICHY

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ABSTRACT

At present world facing, the new term 'Occupational Stress' it can be defined as the harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities, resources or needs of the worker. Job stress can lead to poor health and even injury. The concept of Occupational stress is often confused with challenge, but these concepts are not the same. Challenge energizes us psychologically and physically and it motivates us to learn new skills and master our occupation. When a challenge is met, we feel relaxed and satisfied. Nowadays, the Education filed is facing many challenges. It is an important issue not only for our students but our nation's development. In this context teachers are the most significant factor of the education process. It has a crucial role in individual's improvement. During the education, students gain the knowledge and skills, and teachers are the basic role models for their students. Teachers play a significant role in the development of countries, because they educate new generations. In this junction the research like to know the occupational stress of the Educational field especially women teachers society. In this title consists of reviews and concepts of the various studies. It helps to know types of stress and remedial measures used by the institutions.

Keywords: Occupation, Women, Education, Stress, etc.

INTRODUCTION

Tiruchirapalli District is located in the center of Tamil Nadu, India. It consists of sixteen urban centers and seventeen blocks. 85.81 % of the female are educated in this city. In this city have seventeen Arts and Science colleges. Tiruchirappalli district is basically followed the joint family culture at the same time they are working in various sectors. In this junction the researcher wants to know:

- What are the occupational stresses faced by the women teachers in an educational institution?
- How they are handling their profession stress?

"Teaching profession is Mother of all Profession" is considered to be more than a profession; teachers are regarded as the strongest pillar of the society. Especially, the teaching profession is most suitable for a female because she has the handling of the children but nowadays they are facing many stresses in their profession. In this study helps to know what are their problems and how is handle the occupational stress. The term stress means different things to different people. Davis (1981) defines stress as "a condition of strain on one's emotions, thought processes and physical conditions". Di Martino (2003) summarized the concept of stress as "the physical and emotional response that occurs when the requirements of the job do not match the capabilities, resources needs of the employee". Simply put, stress is our reaction to situations that pose demands, constraints or opportunities. Stress is not in itself completely negative. However, people react to situations differently depending on their life experiences. Under normal circumstances, the reaction mechanism of employees should enable them to find new balances and responses to new situations. Stress is, therefore, not necessarily a negative phenomenon. People with broad experience right from childhood encountering new situations can adjust better than those without.

SIGNIFICANCE OF THE STUDY

Stress in the workplace is a growing concern in the current state of the economy, where employees increasingly face conditions of overwork, job insecurity, low levels of job satisfaction and lack of autonomy. Workplace stress has been shown to have a detrimental effect on the health and wellbeing of employees, as well as a negative impact on workplace productivity and profits. There are measures that individuals and organizations can take to alleviate the negative impact of stress, or to stop it from arising in the first place. However, employees first need to learn to recognize the signs that indicate they are feeling stressed out, and employers need to be aware of the effects that stress has on their health as well as on company profits. This report is a call to employers to take action on stress levels in the workplace.

REVIEW OF LITERATURE

JYOTHI NARAYANAKUTTY (2017) the aimed of that study was to determine the level of stress experienced by school teachers. Data were collected by the method of convenient sampling from the way of personal interview. The sample consisted of 50. She used the statistical techniques like that the percentage method,

weighted average method and ANOVA HAD seen applied for that analysis. It showed that 'poor remuneration' was the highest problem of stress factors among the school teachers. She suggested that any physiological techniques obtain for the purpose of measurements of stress level. It was necessary to be conducted. So that the teachers' stress symptoms can be better understood. Stress management is an important aspect in point of view of the workplace especially the school.

KAVITADUA and VEENA SANGWAN (2017) the conducted a study on stress among female high school teachers of Haryana. Researchers revealed that female teachers are more vulnerable to stress as stress is caused by many factors including poor working conditions, scarcity of resources, heavy workloads and lack of administrative and family support system. The studies revealed that majority of the respondents were spending more time in teaching-related activities compared to the home-related actives. The researcher also found out the respondents having less time for personal care, leisure, and sleep. It is also found that the stress management mechanisms like that relaxation, entertainment, delegation, sleep, and exercise were taken by the respondents.

RANJU BALA (2017) that articles were an attempted to found out the relationship of personality hardiness with work-related stress among secondary school teachers in the state of Punjab. He selected a sample from four districts like Ludhiana, Hoshiarpur, Jalandhar, and Gurdaspur. The sample size was 500. The sample collected from both equal from men and women of secondary school teachers by using the method of multistage randomization

technique. It suggested that a negative and significant relationship between personality hardiness and work-related stress among secondary school teachers. It also suggested that the study had practical implications for secondary school teachers. The study concluded that the teachers may be known with coping techniques like meditation, regular exercise, yoga, social networking, relaxing etc. the institutions may be conducted many seminar and workshops for teachers to improve their personality hardiness in order to reduce the work-related stress. The study pointed out the head of the institutions and policymakers to take extra care in framing the curriculum, assigning academic and nonacademic duties to the teachers, fixing their salaries and service conditions.

AHMET NACI COKLAR and ERKAN EFILTI (2016) examined the investigation of technostress levels of Teachers who were included in the Technology Integration Process. The study investigated the technostress levels of teachers in these processes. The sample consisted of 370 teachers from different levels of education and branches in 2015-2016. According to the findings obtained in that study general techno stress levels of teachers were medium level and in terms of sub-scales, teachers had medium level learning-teaching process oriented technical issue-oriented and social oriented technostress, and low level professional oriented and personal oriented techno stress

OBJECTIVES OF THE STUDY
- To analyze the demographic background details of the female employees working in shopping malls.

- To investigate the nature of working and their satisfaction towards in retail malls.
- To identify the factor influencing work stress and copying styles in their daily situations.

HYPOTHESIS OF THE STUDY

- Satisfied employees tend to perform more efficiently at work place as compared to dissatisfied employees
- Type of occupation affects the satisfaction level of employees

RESEARCH DESIGN AND METHODOLOGY

Research methodology is a set of systematic technique used in research. This simply means a guide to research and how it is conducted. It describes and analysis methods, throws more light on their limitations and resources, clarify the pre-suppositions and consequences, relating their potentialities o the twilight zone at frontiers of knowledge.

Advantages of Research Methodology

- The following are the advantages of Research Methodology:
- Advancement of wealth of Human being
- Provision of tools for carrying out the research
- Develops a critical and scientific attitude, disciplined thinking to observations

- Enrichment of the research process and provision of chance for in-depth study and understanding of the subject
- Helps to inculcate the ability to evaluate and use research results with reasonable confidence and in decision making.

DATA COLLECTION METHODS
Primary Data

Primary data is the data that is collected by researchers themselves during their own research using research tools such as experiments, survey questionnaires, interviews, and observation. In this study the primary data were collected from the employees of AKR Industry, Trichy through questionnaire.

Secondary Data

The Secondary data is the data that are gathered from the studies, surveys, or experiments that have been run by other people or for another research. In this study the secondary data were collected from books, journals, and websites.

Tools used for Data Collection

Among the various methods, which can be used to collect the Primary Data, the researcher has adopted Questionnaire method. The researcher has prepared structured questionnaires, which contained predominantly multiple choice questions. The respondent's opinion is gathered with regard to the problem with the help of the Questionnaire.

DATA ANALYSIS AND INTERPRETATION
**CHART: 1.1**
OPINION OF EMPLOYEES CONTROL AND INVOLVEMENT
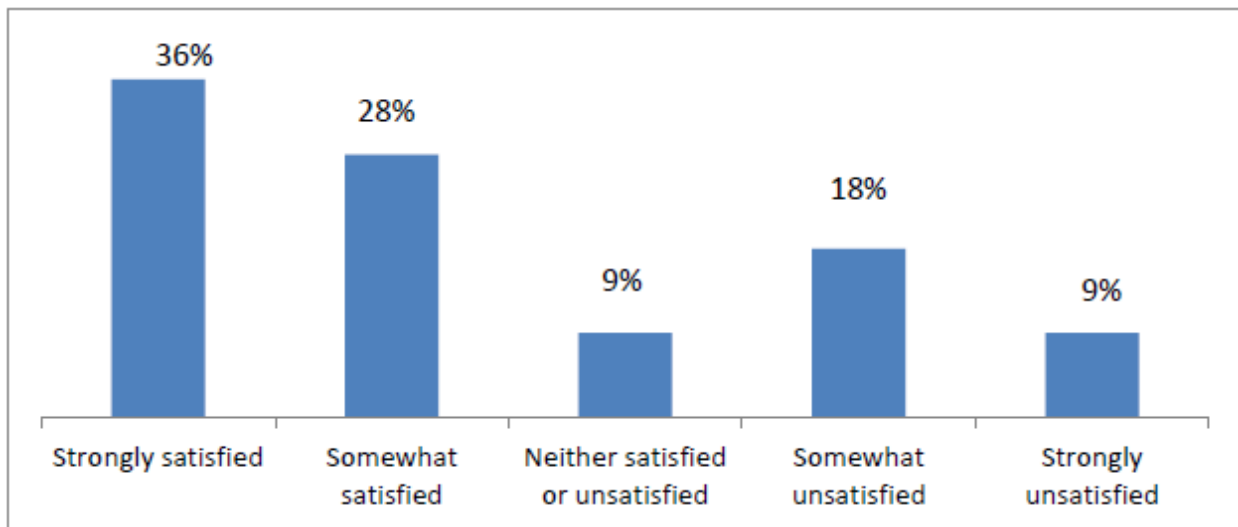
The above table shows that 36% of the respondents in strongly satisfied and those 28% of respondents in somewhat satisfied and those 9% of the respondents in neither satisfied or unsatisfied and those 18% of the respondents in somewhat unsatisfied and those 9% of the respondents in strongly unsatisfied in control and involvement of the employees.

CHART: 1.2
OPINION OF EMPLOYEES FEEL HIGHLY RISK
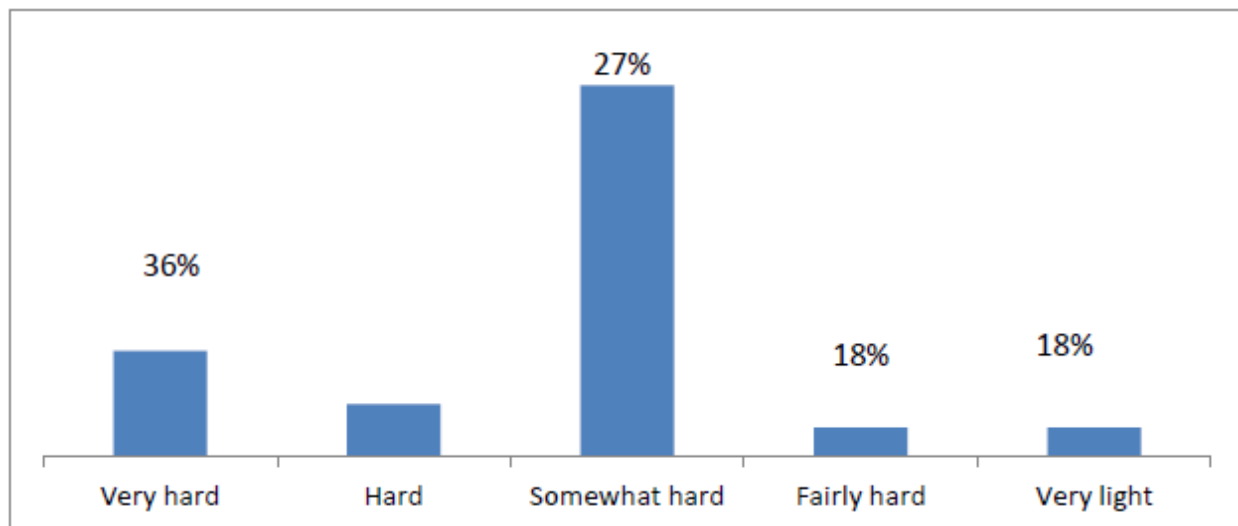
The above table shows that 18% of the respondents in very hard and those 9% of the respondents in hard and those 63% of the respondents in somewhat hard and those 5% of the respondents in fairly light and 5% of the respondents in very light of feely high risk.

TABLE: 1.1
CHI-SQUARE TEST

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
feel_highly_stress * control_and_ involovement	110	100.0%	0	.0%	110	100.0%

feel_highly_stress * control_and_involovement Crosstabulation

Count

		control_and_involovement					
		strongly satisfied	somewhat satisfied	neither satisfied or unsatisfied	somewhat unsatisfied	strongly unsatisfied	Total
feel_highly_stress	very hard	20	0	0	0	0	20
	hard	10	0	0	0	0	10
	somewhat hard	10	30	10	20	0	70
	fairly ligjht	0	0	0	0	5	5
	very light	0	0	0	0	5	5
Total		40	30	10	20	10	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.807E2ª	16	.000
Likelihood Ratio	144.206	16	.000
Linear-by-Linear Association	59.279	1	.000
N of Valid Cases	110		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .45.

SUGGESTIONS

The researcher would like to suggest the following for the up liftmen of an organized retail outlet.

- It is always better to go for extension step-by-step. This would help to maintain and to improve the brand image of the Retail Store.
- Due to the economical and social changes that are taking place in our country, more and more people are shopping to suit their requirements (quantitative, qualitative and economical in nature). This gives plenty of scope for the manufacturers to grab the market.
- Most of the consumers are more conscious about their health. Hence, it is suggested that companies shall also give due importance in promoting hygienic products.

- Due to information technology revolution, consumers are updated with product knowledge. Hence, the producers shall concentrate on giving transparent information to the customers.
- The customer care executives may have to maintain discipline that may be preferred by the customers.
- Satisfying the existing customers will keep the word-of-mouth advertising about the retail outlet alive. That will acquire new customers and will also enhance the brand image.

CONCLUSION

Through this study, the research found that fulfilling the shoppers" behavior of the consumers is very essential. That alone will keep the customers to be loyal to the store. The growth and long term sustainability of the retail outlet are depended on this factor. organized retail outlets and the companies which are supplying products and services have realized the importance of retaining the existing customers and acquiring new customers are extremely important for the growth. The following are the expectations of shoppers" behavior in a Retail Outlet when they decide to buy. Consumers expect several brands. They are expecting several choices .The multiple brands and private labels. They expect these brands and private labels are to be displayed in neat way. They give importance to Visual Merchandising.

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