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UNDERSTANDING OCCUPATIONAL STRESS AMONG EMPLOYEES IN BEELITTLE

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ABSTRACT :

Occupational stress is an acute issue in industries, particularly in customer-interactive sectors such as retail. The present study is conducted among the employees of Beelittle - The Baby Store, Coimbatore City. The objective is to determine the degree, reason, and effect of stress on employees' performance and health. Percentage Analysis, Likert Scale Analysis, and Rank Analysis were utilized in the study, which had 120 samples. Low wages, conflict between work and life, and limited opportunities for growth are found to be the major reasons for stress. Suggestions are put forth to enhance work culture, alleviate stress, and enhance job satisfaction.

Key Terms: Occupational Stress, Employee Wellness, Retailing, Beelittle, Work-Life Balance.

INTRODUCTION

With the fast-changing nature of the retail business, the employees are regularly subjected to stress from their customers, business expectations, and sales reports. Beelittle is a niche retailer of baby products in Coimbatore and is characterized by high business and customer expectations. This present research investigates occupational stress, why it occurs, and its effects on Beelittle employees with a view to suggesting effective stress management practices.

STATEMENT OF THE PROBLEM

- Beelittle employees suffer high occupational stress due to issues such as long working hours, low salaries, customer pressure, and inadequate managerial support.
- Health, job satisfaction, and employee performance are all impacted by chronic stress, leading to reduced effectiveness in organizations and increased turnover.

SCOPE OF THE STUDY

The research is carried out specifically for the operations of Beelittle in Coimbatore. The research measures the stress level of 120 employees using standardized questionnaires and identifies the key stressors and their impact on employees' productivity and well-being.

OBJECTIVE OF THE STUDY

- Determine the most essential causes of work stress among Beelittle staff.
- To assess the impact of stress on performance and satisfaction.
- To suggest is to alleviate stress and improve workplace well-being.

RESEARCH METHODOLOGY

Research methodology is a technique of collecting, analyzing, and interpreting data. It's the structure through which the research and reasonable conclusions are directed.

RESEARCH DESIGN

- **Sample Size:** 120 respondents
- **Sampling Method:** Convenience Sampling
- **Primary Data:** Structured Questionnaire
- **Secondary Data:** Journals, books, and internet sources
- **Statistical Techniques Used:** Simple Percentage Analysis, Likert Scale, Ranking Correlation

LIMITATIONS OF THE STUDY

- Restricted to Coimbatore-based Beelittle employees.
- Limited sample size of only 120.
- Data based on self-reported responses.

FINDING AND INTERPRETATION**SIMPLE PERCENTAGE ANALYSIS:**

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

TABLE 1**TABLE SHOWING GENDER OF THE RESPONDENTS**

S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	Male	56	46.7
2	Female	64	53.3
	TOTAL	120	100

INTERPRETATION:

The table shows that 46.7% of the respondents are male and 53.3% are female.

LIKERT SCALE ANALYSIS

$$\text{Likert scale} = \frac{\sum (fx)}{\text{Total number of respondents}}$$

f = Number of respondents

x = Likert scale value

$\sum (fx)$ = Total score

TABLE 2**TABLE SHOWING RESPONDENTS' FREQUENCY OF EXPERIENCING STRESS DUE TO WORKLOAD AT BEELITTLE**

S.NO	PARTICULARS	NO. OF RESPONDENTS	LIKERT SCALE (X)	TOTAL (FX)
1	Always	5	5	25
2	Often	44	4	176
3	Sometimes	49	3	147
4	Rarely	7	2	14
5	Never	15	1	15

	TOTAL	120		377
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$$\begin{aligned}\text{Likert scale} &= \sum (fx) / \text{Total no of respondents} \\ &= 377/120 \\ &= 3.141\end{aligned}$$

INFERENCE:

The Likert scale value of 3.141 is slightly above the middle value (3), indicating that respondents experience workload-related stress occasionally to frequently, with a significant portion facing it often.

RANKING CORRELATION:**TABLE 3****TABLE SHOWING RANK OF FACTORS IMPACTING JOB SATISFACTION AT BEELITTLE DESPITE WORK-RELATED STRESS**

FACTOR	RANK (1)	RANK (2)	RANK (3)	RANK (4)	RANK (5)	TOTAL	RANK
Work-life balance	20(5)	21(4)	38(3)	20(2)	21(1)	359	3
Salary and benefits	23(5)	19(4)	24(3)	21(2)	33(1)	338	5
Job security	26(5)	21(4)	23(3)	22(2)	28(1)	355	4
Work environment and team support	24(5)	23(4)	26(3)	30(2)	17(1)	367	2
Career growth and learning opportunities	25(5)	39(4)	12(3)	27(2)	17(1)	388	1

INTERPRETATION:

Career growth and learning opportunities ranks 1st with the highest total of 388 points, followed by work environment and team support in the 2nd position with 367 points. Work-life balance holds the 3rd rank with 359 points, while Job security is ranked 4th with 355 points. Salary and benefits comes in 5th with 338 points.

SUGGESTION

Beelittle can improve workers' morale and lower job stress by embracing flexible work time patterns and providing additional paid holidays to attain work-life balance. Internal communications must be improved and the support system improved by conducting regular team meetings and manager checks. Career development programs must be invested in and open opportunities for career advancement provided to improve motivation and morale and lower job anxiety. Finally, reward systems must be examined and workers' voice heard to improve morale and ensure long-term retention.

CONCLUSION

Beelittle's work stress impacts the productivity and morale of the employees to a large extent. Poor career development, job insecurity, and a lack of a satisfactory work-life balance are the reasons for stress. Although some stress cannot be avoided, some HR activities can reduce its negative impact. Employee-centric policies can enhance satisfaction, reduce turnover, and promote workplace harmony.

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