



A Study on Job Stress of Women Employees in it and ITeS Industries, Tamilnadu

* Prof. P. Deepa Ananda Priya

* Asst.Prof.Department of Management Studies, Hindusthan College of Engineering and Technology, Coimbatore-17

ABSTRACT

The present study aims to study the Job Stress of Women Employees in It and ITeS Industries, Tamilnadu. The Objectives of the study is to analyze the impact of demographic variables on job stress and to study the impact of job stress on physical, psychological well being and turnover intention of employees .384 respondents were selected for this study from various districts of tamilnadu, India. The results shows that Meeting deadlines and Job Insecurity is the there is a impact of demographic variables on job stress and job stress on turnover intention. Due to job stress the women employees are experiencing more psychological stress than the physiological stress. The suggestions are given based on the results.

Keywords : Stress, Women

INTRODUCTION:

Over the past decade, India has emerged as one of the fastest growing IT markets in the Asia Pacific region. According to the statistics cited at the India Brand Equity Foundation (which quotes data from Reserve Bank of India (RBI), India's central bank, and IDC): "India's sunshine sector--IT-ITeS--continues to chart double-digit growth and is expected to grow to US\$ 53 billion by the end of calendar year 2008.India has emerged as the preferred outsourcing destination; accounting for approximately 55% of the addressable global sourcing market in CY10. IT Services are broadly defined as systems integration, processing services, Information Services (IS) outsourcing, packaged software support and installation, hardware support and installation and IT training and education.

IT enabled services are human intensive services that are delivered over telecom networks or the internet to the range of business segments which inter alias include

- Medical Transcription
- Legal Database Processing
- Back office operations – Accounts, financial services
- Data Processing
- Call Centres
- Human Resources Services
- Website Services
- Business Process Outsourcing (BPO's)

Stress at work, the stress of raising children, the stresses that come with aging parents any of these situations could provide a moderately high amount of stress. When women are faced with multiple roles, all of which carry heavy demands, they face levels of stress that are high enough to contribute to health problems, missed work, and a diminished capacity to take on more. Research also shows that women in relationships do greater than 60% of household maintenance and childcare. Divorced and single women, living alone, more than likely have 80-100% of childcare responsibilities as well as the household chores. Consequently, women are likely to have obstacles finding time for their own stress reducing self-care. Women are more likely to arrive to work, stressed before their workplace demands begin.

OBJECTIVES:

1. To study the impact of job stress on physical and psychological well being of women employees.

2. To study the impact of demographic variables on Job stress and its consequences of women employees
3. To analyze the impact of Job stress on Turnover intention of women employees

RESEARCH METHODOLOGY:

The Present study is descriptive in nature. The Methodology used for this present study is as follows. Population for selecting sampling units of the study includes women employees working in Information technology and Information technology enabled services in the state of Tamilnadu. Convenience sampling method is used for this study. Total Population is 115000. The total sample size 384 is selected for this study.

Hypothesis 1: Age influence Job stress and other study variables

	Mean Rank		Chi-Square	df	Asymp. Sig.
	20-30	31-40			
(Job Stress and other Study variables)	20-30	31-40	Chi-Square	df	Asymp. Sig.
JOB STRESS	149.70	214.50	24.853	1	.000
PHYSIOLOGICAL STRESS	158.00	180.78	3.121	1	.077
PSYCOLOGICAL STRESS	162.65	161.89	.004	1	.953
JOB SATISFACTION	170.30	130.81	9.790	1	.002
TURN OVER INTENTION	151.35	207.80	19.412	1	.000
EMPLOYEE ENGAGEMENT	156.80	185.66	5.046	1	.025

Mann-Whitney U Test result shows that job stress is more among the age between 31-40(214.50)than the age group of 20- 30.Also the same age group(31-40) of the respondents are affecting more Physiologically (180.78) due to job stress than the (20-30) age group. Job Satisfaction is relatively higher for the 20-30 age group(170.30) than the 31-40 age group. In case of turn over intention due to job stress is more (207.80) for the age group 31-40 compared to 20-30 age group (151.35). Even the age group 31-40 job satisfaction is less and turn over intention is more than the age group of 20-30, the age group between 31-40.Employee engagement is comparatively more (185.66) than the age group 20-30 (156.80).Since asymptotic significance (sig.) is less than 0.05 (5% level of significance), for Job Stress and the study variable job satisfaction, Turnover intention, employee engage-

ment the hypothesis 1 is accepted. For the other study variables the asymptotic significance (sig.) is not less than 0.05 (5% level of significance), the hypothesis 1 is not accepted.

Hypothesis 2: Educational Qualification influence Job stress and other study variables

	Mean Rank						df	Asymp. Sig.
	Educational Qualification							
(Job Stress and other Study variables)	Engineering	Science	Commerce/management	Diploma	Chi-Square			
JOB STRESS	188.48	243.73	85.00	130.50	157.410	3		.000
PHYSIOLOGICAL STRESS	195.80	155.55	104.25	246.50	94.040	3		.000
PSYCHOLOGICAL STRESS	218.32	185.30	113.75	141.25	64.409	3		.000
JOB SATISFACTION	122.24	125.09	187.63	237.00	73.971	3		.000
TURN OVER INTENTION	208.44	153.00	151.25	140.00	23.495	3		.000
EMPLOYEE ENGAGEMENT	179.87	149.52	177.25	133.50	12.289	3		.006

Kruskal wallis test result shows that Job stress is high for the science qualification (243.73) and the commerce and management (85.00) experience very low job stress. Also physiological stress is more for the diploma respondents and it is comparatively less for the commerce and management (104.25). Engineering graduates experiencing more psychological stress (218.32) and it is comparatively less for the commerce and management (113.75). Job stress is not much influencing the job satisfaction of diploma and job satisfaction is very less for engineering due to job stress (122.24). Turn over intention due to job stress is high among the engineering (208.44) and it is low (140.00) for the diploma qualification. The employee engagement is high among the engineering (179.87) and it is low for the diploma (133.50).

Since asymptotic significance (sig.) is less than 0.05 (5% level of significance), the hypothesis 2 is accepted.

Hypothesis 3: Marital status influence the Job stress and other study variables

	Mean Rank			df	Asymp. Sig.
	Marital Status				
	Married	Unmarried	Chi-Square		
JOB STRESS	180.40	124.63	25.321	1	.000
PHYSIOLOGICAL STRESS	156.06	176.13	3.329	1	.068
PSYCHOLOGICAL STRESS	175.20	135.63	13.138	1	.000
JOB SATISFACTION	138.75	212.75	47.280	1	.000
TURN OVER INTENTION	181.94	121.38	30.729	1	.000
EMPLOYEE ENGAGEMENT	152.87	182.88	7.503	1	.006

Mann-whitney U test result shows that married employees experiencing more job stress (180.40) than the unmarried employees. But unmarried employees experiencing more physiological stress (176.13) than the married employees (156.06). Psychological stress is more for married employees (175.20) compared to unmarried employees (135.63). Job satisfaction is more for unmarried employees (212.75) and job satisfaction is low due to job stress for married employees (138.75). Turnover intention due to job stress is more for married employees (181.94) compared to unmarried employees. Employee engagement is high among the unmarried employees (182.88) and it is less due to job stress among the married employees (152.87).

Since asymptotic significance (sig.) is less than 0.05 (5% level of significance), for job stress and psychological stress, job satisfaction and turnover intention, employee engagement the hypothesis 3 is accepted. For the variable physiological stress asymptotic significance (sig.) is not less than 0.05 (5%

level of significance) the hypothesis 3 is not accepted.

Hypothesis 4: Income level influence the Job stress and other study variables.

	Mean Rank				Chi-Square	df	Asymp. Sig.
	Salary						
	Below 10000	10001-30000	30001-50000				
JOB STRESS	272.50	136.18	156.44	88.854	2		.000
PHYSIOLOGICAL STRESS	140.00	169.56	159.00	4.356	2		.113
PSYCHOLOGICAL STRESS	209.25	137.41	199.28	39.930	2		.000
JOB SATISFACTION	114.00	182.54	141.28	28.731	2		.000
TURN OVER INTENTION	130.50	167.10	172.92	7.735	2		.021
EMPLOYEE ENGAGEMENT	146.50	142.46	230.96	50.363	2		.000

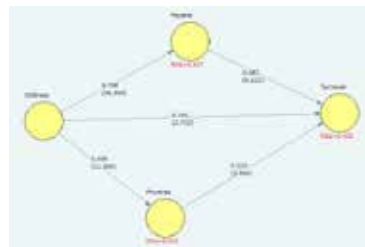
Kruskal wallis test result shows that below 10000 income level (272.50) experiencing more job stress than the others. The job stress is low for the 10001-30000 income group (136.18). Physiological stress is more for the 10001-30000 income groups (169.56) and is less for Below 10000 income group (140.00). But the income group below 10000 experiencing more psychological stress (209.25) than the other income groups. 10001-30000 income groups experiencing low level of psychological stress (137.41) compared to other income groups. But the same income group 10001-30000 experiencing high level of job satisfaction (182.54) than below 10000 income group (114.00). The turnover intention is high among 30001-50000 income group (172.92) due to job stress and the turnover intention is less among the below 10000 income group. Employee engagement is more among the 30001-50000 income group (230.96) and it is comparatively less for the 10001-30000 income group (142.46).

Since asymptotic significance is less than 0.05 (5% level of significance), for job stress and other study variables the hypothesis 4 is accepted. For the variable physiological stress asymptotic significance (sig.) is not less than 0.05 (5% level of significance) the hypothesis 4 is not accepted for the study variable physiological stress.

MODEL 1. Direct Impact of Job stress on Physiological stress and psychological stress and Turnover intention of Employees

H5- Job stress leads to Physiological Stress and psychological stress.

H6-Job stress leads to Turnover Intention of Employees



Structural Model--BootStrap

	Entire Sample estimate	Mean of Sub-samples	Standard error	T-Statistic
JbStress->Phystres	0.4500	0.4547	0.0396	11.3682
JbStress->Psystre	0.7980	0.8062	0.0164	48.6690
JbStress->Turnover	0.1420	0.1196	0.0520	2.7318
Phystres->Turnover	0.2200	0.2184	0.0551	3.9943
Psystre->Turnover	0.3830	0.4019	0.0748	5.1227

The measurement model shows that there is a significant relationship between job stress and physiological stress (0.439) and between Job stress and psychological stress (0.781). It shows that influence of job stress is more on psychological stress (0.781) than the physiological stress (0.439).

Also it shows the significant and positive relationship between job stress (0.142), Physiological stress (0.220), Psychological stress (0.383) and turnover intention of employees. Psychological stress has more influence on the turnover intention (0.383) of employees than the Job stress (0.142) and physiological stress (0.220). The results demonstrate that the turnover intention increases when employees feel stress at their work directly, physiologically or psychologically.

Since the T values of all variables in the T statistics is greater than 2. So the hypothesis 5 and hypothesis 6 is accepted.

FINDINGS:

All Demographic variables have a direct impact on job stress and its consequences of the respondents. And the job stress has its impact on physical and psychological well being of

employees and their turnover intention.

SUGGESTIONS:

1. IT and ITes related jobs are relatively stressful jobs and the the demographic variables influences the job stress. So the employees should be aware of stress management practices based on their age and other personal factors.
2. Organizations can improve the stress management strategies to reduce job stress. It helps to reduce the turnover intention of employees.

CONCLUSION:

Stress is not always bad. But sometimes it causes several problems both for organizations as well as employees. Most of the organizations are take care of their employees and providing stress management strategies to reduce the stress level. But periodical review is necessary to know the stress level of employees. It helps the organization to identify the effective strategies to be implemented and reduce the employees stress.

REFERENCES

- Azad, N., Hashemi, S. (2012). A study on important factors influencing customer relationship management: A case study of Mobile service provider. *Management Science Letters*, 2(4), 1161-1164. | | Azad, N., Azizi, B., Asgari, H & Bagheri, H. (2013). A study on important factors influencing customers' impulsive buying behavior: A case study of Shahrvand food chain. *Management Science Letters*, 3(5), 1415-1420. | | Beatty, S. E., & Ferrell, E. M. (1998). Impulse buying: modeling its precursors. *Journal of Retailing*, 74 (2), 169-191. | | Bhattacharya, D., Saha, D. & Dey, S. (2012). Predicting Brand Loyalty and Product Involvement Behavior of Indian Teenagers Incorporating the Moderating Effect of Brand Influence Score. *World Journal of Social Sciences*, Vol. 2. No. 1 pp 54-73. | | Burton et al. (1998). Ascale for measuring attitude toward Private Label Products and an examination of its Psychological and Behavioral correlates. *Journal of the Academy of Marketing Science*, 26 (4), pp 293-306 | | Coley, A., & Burgess, B. (2003). Gender differences in cognitive and affective impulse buying. *Journal of Fashion Marketing and Management*, 7 (3), 282-295. | | Dholakia, U. M. (2000). Temptation and resistance: An integrated model of consumption impulse formation and enactment. *Psychology & Marketing*, 17(11), 955-982. | | Franken, I. H., Van Strien, J. W., Nijs, I., & Muris, P. (2008). Impulsivity is associated with behavioral decision-making deficits. *Psychiatry Research*, 158 (2), 155. | | Harmancioglu, N., Finney, R. Z., & Joseph, M. (2009). Impulse purchases of new products: an empirical analysis. | *Journal of Product and Brand Management*, 18 (1), 27-37. | | Hoch, S. J., & Loewenstein, G. F. (1991). Time-inconsistent preferences and consumer self-control. *Journal of Consumer Research*, 17(4), 492-507. | | Jones, M. A., Reynolds, K. E., Weun, S., & Beatty, S. E. (2003). The product-specific nature of impulse buying tendency. *Journal of Business Research*, 56(7), 505-511. | | Kalla, S. M., & Arora, A. P. (2011). Impulse buying: A literature review. *Global Business Review*, 12(1), 145-157. | | Mattila, A. S., & Wirtz, J. (2008). The role of store environmental stimulation and social factors on impulse purchasing. *Journal of Services Marketing*, 22(7), 562-567. | | Mittal, B. (1995). A contemporary Analysis of four scales of involvement. *Psychology & marketing*, 12, pp 663-682 | | Peck, J., & Childers, T. L. (2006). If I touch it I have to have it: Individual and environmental influences on impulse purchasing. *Journal of business research*, 59(6), 765-769. | | Rook, D.W. (1987). The Buying Impulse. *Journal of Consumer Research*, Vol.14, pp189-199. | | Rook, D. & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of Consumer Research*, 22, pp 305-313 | | Rook, D.W. & Gardner, M. (1993). In the Mood: Impulsive Buying Affect Antecedents. *Research in Consumer Behavior*, Vol 6, pp 1-28. | | Rook, D.W. & Hoch, S.J. (1985). Consuming Impulses. *Advances in Consumer Research*, Vol.12, pp23-27. |