



A study on the stress levels of retail sales people in the organized retail outlets of Hyderabad & Secunderabad

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ABSTRACT:

The organized retail sector in Hyderabad & Secunderabad has been witnessing significant growth in recent years, resulting in increased demand for skilled retail sales people. Organized retail refers to the modern retail formats that are characterized by standardization, professionalism, and efficiency. These outlets are typically owned and managed by large Corporations or chains and offer a wide range of products and services under one roof. However, working in organized retail outlets can be challenging for sales people, who are often subjected to long working hours, high workload, and customer demands. The fast-paced and high-pressure environment of organized retail outlets can lead to high levels of stress among sales people. These factors can contribute to high levels of stress and burnout among sales people, which can affect their job satisfaction, performance, and overall well-being. This can have negative consequences for the well-being of sales people, as well as the overall performance of the retail outlet. Therefore, there is a need to understand the extent and causes of stress among retail sales people in organized retail outlets and identify potential interventions to mitigate stress and improve the well-being and performance of sales people. Understanding the factors that contribute to stress among sales people in organized retail outlets can help managers and policymakers to develop interventions to reduce stress levels and improve the working conditions of sales people. This study aims to address this gap in knowledge by investigating the stress levels of retail sales people in organized retail outlets in twin cities of Hyderabad and Secunderabad and identifying the factors that contribute to stress in this context.

Key words: Stress, Organized retail sector, Burnout, Well being

1.0 INTRODUCTION:

The retail industry in the twin cities of Hyderabad and Secunderabad has phenomenal growth in recent years, with the emergence of organized retail outlets. However, working in organized retail outlets having long working hours, high workload, and customer demands are major challenges to the sales people. These factors can contribute to high levels of stress and burnout among salespeople, which can affect their job satisfaction, performance, and overall well-being.

Organized retail outlets & their growing importance:

Organized retail outlets refer to large retail stores or chains that are professionally managed and run as a business. These outlets typically have standardized processes and procedures, and may operate in multiple locations or regions. Organized retail outlets can include supermarkets, hypermarkets, department stores, specialty stores, and other large retail chains.

Organized retail outlets have become increasingly popular in many countries due to their ability to offer consumers a wide range of products at competitive prices, as well as their ability to leverage economies of scale in purchasing and operations. However, they may also face competition from online retailers, and may need to continuously innovate and adapt in order to remain competitive in the market. These outlets are typically located in prime commercial areas or in shopping malls and offer a wide variety of products ranging from food and grocery items to clothing, electronics, and household goods.

Rapid urbanization: Hyderabad is experiencing rapid urbanization, which has led to an increase in the population of the city. As a result, the demand for goods and services has also increased, and retail outlets are the primary source of these goods and services.

Better shopping experience: Organized retail outlets offer a better shopping experience compared to unorganized retail stores. They are usually air-conditioned, well-lit, and have a wider range of products on offer. They also have better-trained staff who can assist customers with their shopping need better quality products.

Organized retail outlets offer better quality products compared to unorganized retail stores. They usually source their products directly from manufacturers or authorized distributors, ensuring that customers get genuine and high-quality products.

Concept of Stress:

In today's world everybody feels stress at different stages of the life. It is seen that to be stressed nobody needs any particular or specific reason. There are so many people who say that they are having stress due to long standing hours no seating facilities more travelling etc. reasons. Since the today's world is the era of cut throat competition, it is very important to focus on this word "stress". We are living in the world of expectation that we had from ourselves and from everything that surrounds us and when the expectations are not fulfilled then we get frustrated and that leads us to the condition called stress.

Work related stress is a form of stress that is occurred at the time when there is a difference between the demands in the environment or the job place and the capability of an individual to fulfil and satisfy those demands and maintain a control on those demands. This organizational stress is the reason of "professional burnout" and due there is a huge loss of motivation in any individual.

The employees of the retail sector are expected to make a balance between the management expectations along with the expectations of the customers.

Stressors that are concerned with the role that is, conflict which is associated with the role and ambiguity of role are the factors that are found to add more strain to the internal environment that is already a stressful environment such as long duty hours with high expectations of good performance which is faced by the employees of the retail sector.

Objectives of the Study:

- To study the socio-economic profile of the respondents
- To study the job satisfaction level of the respondents
- To study the difficulties faced by the respondents
- To study the aspirations of the respondents regarding career development

Hypothesis:

- Longer the standing hours more are the stress levels. (H1)
- "Stress is not associated with longer standing hours (H0)
- Stress among the retail sales force is directly related to customers behaviour (H2).
- Stress among the retail sales force has no relation to customer's behaviour (H0).
- There is an association between higher work load and levels of stress(H3).
- There is no association between higher work load and levels of stress(H0).

Scope of Study:

The study is limited to the organized retail outlets located in the twin cities of Hyderabad and Secunderabad.

Independent Variables:

- An independent variable is the variable that is changed or controlled in a scientific experiment to test the effects on the dependent variable. Independent variables of this study are: Age, Gender, Education, Religion, Marital status

Dependent Variables: Stress

2.0 REVIEW OF LITERATURE:

Saravanakumar, G. & Suganthi, L [1] This study found that long working hours, low wages, and dealing with difficult customers were major sources of stress for retail salespeople. The authors also reported that stress had a negative impact on job satisfaction and performance.

Manohar, H.L. & Senthilnathan, S [2] This study found that job stress had a negative impact on employee engagement in the retail industry. The authors reported that high workload, lack of support from supervisors, and inadequate training were major sources of stress for retail employees

Bhandarkar, P.M. & Pimpley, [3] This study found that long working hours, heavy workload, and dealing with difficult customers were major sources of stress for salespeople in organized retail stores. The authors also reported that stress had a negative impact on job satisfaction and mental health

Chienwattanasooka and Jermstittiparsert (2019) studied that pressures can be external (work from outside) or internal (customers) particularly for the employees that deals with the customers directly. When the customer has a refusal and less friendly attitude it often adds stress in the life of employee by increasing the pressure in the work and degradation of his performance. The employees receive the pressure not only from the customers but also from the leaders that force them to work in fast mode and up to the work standards without asking for any compensation of the increased work load.

Need of the Study:

Employee well-being: The study can help us understand the level of stress experienced by retail salespeople and identify factors contributing to stress. This information can help employers develop strategies to improve employee well-being, which can lead to increased job satisfaction and reduced turnover rate

Productivity Stress can have a negative impact on employee productivity, which can ultimately affect the performance of the entire retail outlet. By understanding the factors that contribute to stress and implementing strategies to reduce stress levels, employers can potentially increase employee productivity and improve the overall performance of the outlet

Customer satisfaction Retail salespeople are the face of the retail outlet and their stress levels can affect the way they interact with customers. By reducing stress levels, employees may be better able to provide quality customer service, which can lead to increased customer satisfaction and loyalty

3.0 Methodology:**Universe:**

The study area consists of 50 retail outlets belonging to various Companies- D-Mart, More Super Market, Ratna Deep, Vijetha, Zudio, Polimeras, Pure O Natural, Max Store, Reliance Fresh in Hyderabad & Secunderabad On an average each outlet is comprising of 8-10 no.'s of staff. The staff size is around 500.

Sample Size:

Hence 20% of the Universe is taken as sample and 100 no. is selected for the study. A sample of 100 people were surveyed to conduct this study in which the retail sales people were considered to know the various factors that determines their work-related stress.

Sampling Method: Probability sampling method is used for selection of the respondents. Non -probability sampling method is used for selection of the retail outlets. **Sampling Technique:** Simple random sampling is adopted for the selection of respondents. Purposive sampling is adopted for the selection of retail outlets.

Research Design: An exploratory research design is adopted for the study.

Research Tool: A standard questionnaire was used to collect the primary data.

Data Collection:

Questionnaire is administered comprising of questions about stress levels of retail sales people in organized retail outlets. Content was taken from different retail organised sector stores in S.R. Nagar and Balkampet areas for the study.

Secondary Data: Review of literature, articles

ANALYSIS AND INTERPRETATION OF DATA**Gender:**

Gender		Frequency	Percent
	Male	56	56.0
	Female	44	44.0
	Total	100	100.0

Among 100 respondents, 56 % are male and 44% respondents are female.

Age:

Age	Frequency	Percent
18 to 21	2	2.0
22 to 25	49	49.0
26 to 30	35	35.0
31 and above	14	14.0
Total	100	100.0

Among 100 respondents, 2% respondents are between 18-21 years of age , 49% are between 22-25 years, 35% are between 26-30 years 14 % are above 31 years .

Education:

Education		Frequency	Percent
	SSC	21	21.0
	INTER	32	32.0
	GRADUATE	29	29.0
	BA	4	4.0
	B.COM	5	5.0
	OTHERS	9	9.0
	Total	100	100.0

Among 100 respondents, 21% passed SSC, 32 % intermediate, 47% graduation. Most of the respondents are graduates.

Nativity:**Native place of respondent**

		Frequency	Percent
	Telangana	68	68.0
	other states	32	32.0
	Total	100	100.0

The 68% respondents are from the state of Telangana and 32% from other states.

Local/Non-Local:

		Frequency	Percent
	Local Hyderabad	47	47.0
	Non local	53	53.0
	Total	100	100.0

The 47% respondents are from the local area (Hyderabad) and 53% are non-local.

Other States:

		Frequency	Percent
	Non applicable	68	68.0
	Andhra Pradesh	11	11.0
	Bihar	8	8.0
	Odissa	6	6.0
	Others	7	7.0
	Total	100	100.0

Among the respondents 11% are from Andhra Pradesh, 8% from Bihar, 6% from Odissa, 7% from other states.

House ownership:

		Frequency	Percent
	Own house	23	23.0
	Rented house	77	77.0
	Total	100	100.0

The 23% respondents are staying in own house, and 77% are staying in rented house.

Religion:

		Frequency	Percent
	Hindu	91	91.0
	Muslim	5	5.0
	Christians	4	4.0
	Total	100	100.0

The 91% respondents are Hindus, 5% are Muslims, and 4% are Christians.

Caste:

		Frequency	Percent
	OC	26	26.0
	BC	56	56.0
	SC	14	14.0
	ST	4	4.0
	Total	100	100.0

Among the respondents, 26% belongs to OC (Other caste), 56% BC's (Backward caste), 14% SC's (Scheduled Caste), 4% from ST's (Scheduled Tribe).

Respondents are staying with:

Type	Frequency	%
Single	12	12
Family	53	53
Friends	33	33
Employer accommodation	02	02
	100	100

The Majority of the respondents are staying with family (53%) and friends (33%).

Joined Retail Sector:

Objective	No. of respondents	% of respondents
To Support Family	50	50
Parttime	13	13
Lack of knowledge	27	27
High competition in jobs	10	10

Majority of the sales persons (50%) have joined retail sector to support their families.

No. of years of exp.	No. of respondents	% of respondents
0-1	31	31
1-3	53	53
More than 3years	16	16

Majority of the respondents have 1-3 years retail work experience.

Marital Status	Married	Unmarried
	38	62

The majority of sales force (62%) are unmarried.

Type of family:

Type	No.	%
Small	36	36
Nuclear	24	24
Large	31	31
Joint Family	09	09

The majority of the families are small (36%).

Income Status:

Range	No.	%
Rs 8000-Rs.10000	26	26
Rs.11000 – Rs.15000	16	16
Rs.16000-Rs.20000	25	25
Rs.21000 & above	33	33

Majority of the family's income (33%) is above Rs.21000=00.

No. of dependents:

Dependents	No.of respondents	%
0	40	40
1	15	15
2	28	28
3 & more	17	17

Majority of the sales person are single (40%).

Other parameters:

	Yes	No
Inconvenient work shifts	24	76
No appreciation from superiors	19	81
Support from superiors	18	82
Support from colleagues	94	06
Seating facilities	09	91
Allowed to sit	08	92
Continue in the sector	17	83

Majority of sales force said (81%), (82%) said there is no appreciation and support from superiors.

91% said there are no seating facilities and 92% said they have to stand.

Majority of them (83%) do not want to continue in this sector.

Long standing hours					
		Frequency	%	Valid %	Cumulative %
Valid	Yes	89	89.0	89.0	89
	No	11	11.0	11.0	100
	Total	100	100	100	

The 89% of the respondents said that long standing hours are there and 11% said no.

High workload					
		Frequency	%	Valid %	Cumulative %
Valid	Yes	45	45.0	45.0	45.0
	No	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

The 45% of the respondents said that high work load is there and 55% said no.

Customer behaviour					
		Frequency	%	Valid %	Cumulative %
Valid	Yes	73	73.0	73.0	73.0
	No	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

The above table is about customer behaviour among 100 respondents 73% respondents says that customer behaviour is normal and 27% respondents says that customer behaviour is not acceptable

Chi-square test:

Chi-square is a statistical test used to examine the differences between categorical variables from a random sample in order to judge goodness of fit between expected and observed results

Long standing hours * Any other cause of stress Crosstabulation

Count

		Any other cause of stress		Total
		No proper support from supervisor	No proper support from the teammates	
Long standing hours	yes	39	50	89
	no	10	1	11
Total		49	51	100

Chi-Square Tests					
	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.687 ^a	1	.003		
Continuity Correction	6.905	1	.009		
Likelihood Ratio	9.870	1	.002		
Fisher's Exact Test				.004	.003
Linear-by-Linear Association	8.600	1	.003		
N of Valid Cases	100				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.39.					
b. Computed only for a 2x2 table					

Interpretation: As the P value is 0.003 there is an association between long standing hours and job stress.

Any other cause of stress * Customer behaviour Crosstabulation

Count

		Customer behaviour		Total
		yes	no	
Any other cause of stress	No proper support from supervisor	36	13	49
	No proper support from the teammates	37	14	51
Total		73	27	100

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.011 ^a	1	.917		
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.011	1	.917		
Fisher's Exact Test				1.000	.549
Linear-by-Linear Association	.011	1	.918		
N of Valid Cases	100				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.23.

b. Computed only for a 2x2 table

Interpretation: As the P value is 0.917 there is no association between customer behaviour and job stress

High work load * Would you like to continue in retail sector Crosstabulation

Count

		Would you like to continue in retail sector		Total
		Yes	no	
High work load	Yes	9	36	45
	no	8	47	55
Total		17	83	100

Interpretation: As the P value is 0.470 there is no association between higher work load in retail sector and job stress.

This study aimed to investigate the stress levels of retail salespeople in organized retail outlets in Hyderabad. The research utilized a quantitative approach to collect data from 100 retail salespeople through a structured questionnaire.

1. The survey shows a greater number of respondents are of the age of 22-25 years.
2. The greater number of respondents are intermediate and graduates.
3. The findings of the study indicated that the majority of the retail salespeople experienced high levels of stress due to factors such as long working hours, low pay, job insecurity, and high workloads and customer behaviour.
4. Long standing hour's causes the more stress and exhausted by losing all the energy levels, as they not allowed to sit causing them feel low and they are not able work actively.
5. No adequate support from the superiors and teammates
6. They are not getting recognition and appreciation from the superiors
7. Thinking about future jobs making them to feel more stress
8. Additionally, the study found that the level of stress was higher among female retail salespeople compared to their male counterparts.
9. The majority of the respondents are young youth working like a part time jobs and pursuing their educations.
10. The people are from are mostly from the state of Telangana and some are from the different districts of Telangana
11. The reasons behind choosing this profession are due to the financial situations and to support their families

The lack of communication and knowledge made them to choose this profession unable to get the job in private and govt sectors

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.522 ^a	1	.470		
Continuity Correction ^b	.207	1	.649		
Likelihood Ratio	.519	1	.471		
Fisher's Exact Test				.594	.323
Linear-by-Linear Association	.517	1	.472		
N of Valid Cases	100				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.65.					
b. Computed only for a 2x2 table					

CONCLUSIONS:

Hypothesis 1(H1): Longer the standing hours more are the stress levels.

As the P value is 0.003 there is an association between long standing hours and job stress hence the research hypothesis “Longer the standing hours more are the stress levels” is accepted and hence the null hypothesis the “Stress is not associated with longer standing hours is rejected.”

Hypothesis 2(H2): Stress among the retail sales force is directly related to customers behaviour.

As the P value is 0.917 there is no association between customer behaviour and job stress and hence the research hypothesis “Stress among the retail sales force is directly related to customers behaviour” is rejected and the null hypothesis Stress among the retail sales force has no relation to customers behaviour is accepted.

Hypothesis 3(H3): There is an association between higher work load and levels of stress.

Interpretation: As the P value is 0.470 there is no association between higher work load in retail sector and job stress hence the research hypothesis that “There is an association between higher work load and levels of stress is rejected and the null hypothesis that there is no association between higher work load and levels of stress is accepted.

Suggestions:

A study on the stress levels of retail salespeople in organized retail outlets in Hyderabad can provide valuable insights into the factors that affect their well-being and job satisfaction.

1.The study can help organizations identify the sources of stress, including workloads, interpersonal relationships, job demands, and organizational culture.

2.By identifying the sources of stress, organizations can develop targeted interventions to reduce stress levels and improve working conditions.

3.The study may also help in understanding how different demographic factors, such as age, gender, and experience, impact the stress levels of salespeople.

Moreover, the findings can assist in devising policies and practices aimed at promoting employee well-being, retention, and organizational productivity.

5.Overall, the study has the potential to contribute to a better understanding of the challenges faced by salespeople in organized retail outlets and support efforts to create healthier and more productive work environments.

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