

Stress Management and Coping Strategies With Reference To Garment Employees in Coimbatore District

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Abstract:

It may seem that there's nothing you can do about your stress level. There will never be more hours in the day for all your errands, and your career or family responsibilities will always be demanding. But you have a lot more control than you might think. In fact, the simple realization that you're in control of your life is the foundation of stress management. Managing stress is all about taking charge: taking charge of your thoughts, your emotions, your schedule, your environment, and the way you deal with problems. The ultimate goal is a balanced life, with time for work, relationships, relaxation, and fun – plus the resilience to hold up under pressure and meet challenges head on. As per the industry forecasters, the textile majors are planning to take hold on the readymade garment market by entering into complete entire value chain. Players that are not making fabrics for kidswear and sportswear, may start producing the same to enter this segment. Indians are recognized all over the world for their sense of fashion; the fashion statement is not only limited to celebrities but applies for the common masses as well. For the garment industry in India, industrialization has proved to be a blessing. Complying with the changing tastes of people and evolving market trends, the garment manufacturers in India are continuously striving to be innovative. India is engaged in heavy export of garments to the international markets.

Keywords: Confederation of Indian Industry (CII), Mondo Styles, Qualitime

I. INTRODUCTION

Organizational life is quite stressful. New Technologies, Global Competition, competitive Pressures, have multiplied the woes of employees in recent times. Workers who are stressed are also more likely to be unhealthy, poorly motivated, less productive and less safe at work. Their organizations are less likely to be successful in a competitive market.

Stress is the “wear and tear” of our bodies experience as we adjust to our continually changing environment; it has physical and emotional effect on us and can create positive or negative feelings. As positive influences, stress can help to compel us in action; it can result in a new awareness and an exciting new perspective. As a negative influence it can result in feelings of destruct, rejection, anger and depression, which in turn can lead to health problem such as headache, upset stomach, rashes, and insomnia. Ulcers, high blood pressure, heart diseases and stroke. Thus it badly affects the productivity of the person in his functional area. Stress may be defined as an emotional, an intellectual or physical reaction to change or demands. Anything that cause change in routine is stressful. Anything that causes change in body health is stressful. Stress is anything that physically, emotionally and psychologically pressures an individual.

- Stress is an everyday part of lives of any person.
- “stress is not a weakness” stress becomes a part of every one’s daily life.
- Without some stress in our lives, the world seems boring and dull.
- Stress can be both positive and negative

II. GARMENT INDUSTRY

Indians are recognized all over the world for their sense of fashion; the fashion statement is not only limited to celebrities but applies for the common masses as well. For the garment industry in India, industrialization has proved to be a blessing. Complying with the changing tastes of people and evolving market trends, the garment manufacturers in India are continuously striving to be innovative. India is engaged in heavy export of garments to the international markets.

According to a study conducted by the Confederation of Indian Industry (CII) and McKinsey & Company, India is expected to witness a seven-fold increase in its exports over the next decade. One of the sectors to be benefited is the apparel sector. The garment industry in India is completely self-dependent; right from manufacturing of fibre to finished garments, everything is done in the country itself.

Textile industry in India is widely comprehensive, integrating whole range of raw material to finished product that includes fibre manufacturing, spinning, knitting and weaving, and garment manufacture. Industry provides almost every single aspect.

In recent years, the readymade garment segment has seen vertical growth. Accounting nearly Rs. 20,000 crores, this industry is growing at the rate of 20 percent, with massive visibility and consideration margins. The largest segment for the readymade garment segment includes the age-group of 16-35 that is very brand conscious and gives priority to high quality. Branded readymade garments account over 21 percent of the readymade garment industry.

Despite substantial growth, comparing to the international readymade garment market of nearly 183mn USD, the Indian readymade garment market is still in a budding phase. Due to the higher the introduction cost of brand in India for the foreign players, domestic players have no fear of any outside competition. The main obstacle to the organized players is the huge unorganized scenario of the market. In a move to compete, the organized players have rolled out their own strategy of standardizing the goods.

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III. OBJECTIVES OF THE STUDY

- To study the causes of stress among garment employees
- To study the stress level on employees
- To know the effect of stress on productivity of an organization
- To study the effect of stress on personal growth.
- To identify stress coping strategies at organizational level

IV. RESEARCH METHODOLOGY

RESEARCH DESIGN

The research design used in the study is Descriptive research design. A descriptive study is undertaken in order to ascertain and be able to describe the characteristics of the variables the research design reveals the study of facts existing.

SOURCES OF DATA

The data were collected from both primary and secondary sources. Questionnaire method is used for collecting the primary data. The data were also collected from published records, Journals and Websites.

SAMPLE SIZE

Using the random sampling method, the data were collected from 150 employees working in various garment industries in Coimbatore namely KG denim Limited, Mondo Styles, Coral reef cottons, Qualitime India and A A Fashion wear etc., The study was undertaken to measure the stress level of the employee.

TOOLS AND TECHNIQUES USED

The collected data were analyzed by employing the statistical tools like

- Percentage analysis
- Chi-square test
- Mean Score

LIMITATION OF THE STUDY

- Accuracy of the Primary data depends upon the authenticity of the information given by the respondents in the questionnaire.
- The study is applicable and limited to a particular industry and hence is not applicable for other Industries.

V. RESULTS AND DISCUSSION

TABLE 1 – DEMOGRAPHIC DETAILS OF THE RESPONDENTS

S.No.	Demographic Factors	Category	No. of respondents	Percentage
1	Age group	Below 20 years	30	20
		21-35 years	63	42
		36-50 years	36	24
		Above 50 years	21	14
		Total	150	100
2	Gender	Category	No. of respondents	Percentage
		Male	114	76
		Female	36	24
		Total	150	100
3	Marital status	Category	No. of respondents	Percentage
		Married	107	78
		Unmarried	48	32

		Total	150	100
4	Monthly Income	Below Rs.10000	27	18
		Rs.10,001 – Rs.20,000	63	42
		Rs.20,001- Rs.30,000	33	22
		Above Rs.30,000	27	18
		Total	150	100
5	Experience	Below 2 years	15	10
		2 – 5 years	51	34
		5 – 10 years	42	28
		Above 10 years	42	28
		Total	150	100

Table 1 clearly explains the demographics details of the respondents

TABLE 2- REASON FOR STRESS AMONG EMPLOYEES

Reason for Stress	Mean	Rank
Shortage of staff	4.12	1
Inability to delegate work	3.58	5
Managing others work	4.07	2
Work for long hour	3.97	3
Low Remuneration	3.27	9
No guidance from the superiors	3.77	4
Work affects my personal and social life	3.48	6
Lack of Encouragement from superiors	3.22	10
Personal belief conflicting with the organization	3.41	7
Poor training and development	3.35	8

The result from table 2 shows that, shortage of staff, managing others work and work for long hours are the main reasons for stress among garment employees

TABLE 3- IMPACT OF STRESS IN WORK PLACE

Impact of Stress	Mean	Rank
Increase in error rate	3.78	3
Work is not completed within the time	3.99	1
Frustration	3.66	6
Tendency to lay blame on others	3.81	2
Feeling of incompetence and worthlessness	3.73	4
Decline in the recall	3.69	5
Work at home and weekend to get things done	3.44	8
Lack of confidence in dealing with peoples	3.03	9
Target becomes unachievable	3.52	7

Table 3 clearly explains that. Work is not completed within the time rank first as the impact of stress in work place rank first while, lack of confidence in dealing with peoples rank last.

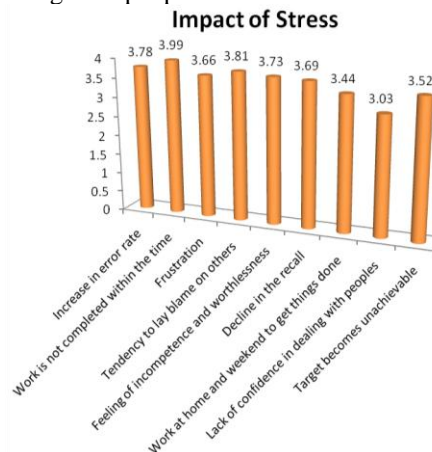


CHART 1 - IMPACT OF STRESS

TABLE 4 – IMPACT OF STRESS IN PERSONAL LIFE

Statement	Strongly agree	Agree	Neither agree or disagree	Strongly disagree	Disagree	Total
Work interferes with my relaxation/ sleep/ peace of mind	27	51	51	9	12	150
My works put a strain on my family/relationship/ health and well being	39	37	11	6	57	150

The above table clearly explains the impact of stress on personal life of the employees

TABLE 5 - CHI SQUARE TEST

Hypothesis	Calculated value	Degrees of freedom	Table value	Significant/ Not significant
There is no significant relationship between age and reason for stress among employees	49.86	9	16.9	Significant
There is no significant relationship between Monthly income and impact of stress in work place	53.75	6	5.3	Significant

TABLE 6 – STRESS COPING STRATEGIES

Coping Strategies	Rank
Spiritual programs	II
Physical Activities planned in Job Design	IV
Stress Management Programs	I
Supportive organization culture	VII
Stress Audit	III
Stress Counseling Programs	V
Life Style Modification programs	VI

The study identified the stress coping strategies for reducing the stress among garments employees.

VI. FINDINGS

- 42 percent of the respondents are 21 to 35 years.
- 76 percent of the respondents were male.
- 42 percent of the respondents monthly income is Rs Rs.10,001 – Rs.20,000
- 34 percent of the respondents have 2 to 5 years of work experience
- 78 percent of the respondent were married
- Shortage of staff the main reasons for stress among garment employees
- Work is not completed within the time rank first as the impact of stress in work place
- Majority of the respondents agrees that work stress interferes and upset their family life

CHI SQUARE TEST

- There is significant relationship between age and reason for stress among employees
- There is significant relationship between Monthly income and impact of stress in work place

VII. CONCLUSION

Today, the buyers of readymade garment segment are aware of the running trends, and demand the newest in fashion and products at a reasonable cost. At the front position of this evolution are the smaller players, which private labels that are thoroughly transforming the dressing way of men, women and children. With the supply chain limitations eased, organization in real estate markets, and rationale tax structure, the readymade garment segment has become more lucrative and it is anticipated that the readymade garment segment will be the main segment in the next five years.

ACKNOWLEDGEMENT

It is a great pleasure to thank my Co-Authors for preparing this paper and putting maximum effort for publishing this article. This is the right time to thank our President, Vice Chancellor, Registrar and Dean (FASH) for their encouragement and moral support. My heartfelt thanks to my husband, father and my little son.

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