

OCCUPATIONAL STRESS AND JOB SATISFACTION AMONG FEMALE SALESPERSON AND SCHOOL TEACHER: A COMPARATIVE STUDY

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I. INTRODUCTION

Job satisfaction is a complex function of number of variables. A person may be satisfied with one or more aspect of his/her job but at the same time may be unhappy with other things related to the job. The term “job satisfaction” or work satisfaction have been given different connotation since their inception. “Job satisfaction” is the result of various attributes related to the job and concerned with such specific factor as wages, supervisor, steadiness of employment, condition of work, social relation on the job, prompt settlement of grievance, fair treatment of employer, attitude of the workers and other similar items.

Sinha (1998) opines that “job satisfaction” covers both satisfactions derived from being engaged in any piece of work or in any pursuit of a higher order. It is essentially related to human needs and job satisfaction is generated by individual’s perception of how well his job on the whole is satisfying to his various needs.

Job satisfaction means economy of effort getting rid of available tension utilizing the energies of faculties for better performance of work, instead of following them to be dissipated needlessly. Job satisfaction is derived as a result of many interrelated factors which cannot be completely isolated from one another for analytical purpose. Most important factors among these could be classified into personal factors i.e. sex, age, education, intelligence, personality and time on job and factors inherent in the job i.e. type of work skill required, occupational status, job security, pay promotion opportunity etc.

Job satisfaction and occupational success are major factors in personal satisfaction, self-respect, self-esteem and self-development. To the worker job satisfaction brings a pleasurable emotional state that often leads to a positive work attitude. If a person is delegated a work in the division of his interest then the effectiveness and job satisfaction will be higher in comparison to a situation when one is not working in the division of choice. Job satisfaction is influenced not only by the external environment but also by certain specific internal factors including the experimental background of a person, his feelings and values.

Occupational stress is stress involving work. According to World Health Organization (2007) occupational stress “is the response people may have when presented with work demands and pressures that are not matched to their knowledge and abilities and which challenge their ability to cope”. Occupational stress is defined in

terms of its physical and physiological effects on a person. Occupational stress is mental, physical or emotional strain or tension or it is a situation or factor that can cause this. Several studies have tried to determine the link between stress and job satisfaction. Fletcher and Payne (1980) identified that a lack of satisfaction can be a source of stress, while high satisfaction can alleviate the effect of stress. The majority of highly stressed workers identified work as their main source of stress.

According to United States National Institute of occupational safety and health, (1999) “job stress can be defined as the harmful physical and emotional responses that occur when the requirement of job do not match the capabilities, resources or needs of the workers. Job stress can lead to poor health and even injury.

Occupational stress is stress involving work. Stress is defined in terms of its physical and physiological effects on a person, and can be a mental, physical or emotional strain. It can also be a tension or a situation or factor that can cause stress. Occupational stress can occur when there is a discrepancy between the demands of the environment/workplace and an individual's ability to carry out and complete these demands. Often a stressor can lead the body to have a physiological reaction which can strain a person physically as well as mentally. A variety of factors contribute to workplace stress such as negative workload, isolation, extensive hours worked, toxic work environments, lack of autonomy, difficult relationships among coworkers and management, management bullying, harassment and lack of opportunities or motivation to advancement in one's skill level.

Salespersons work in many different types of retail establishments assisting customers with the selection and purchase of merchandise. In specialty stores, they sell or rent merchandise ranging from books, food and clothing to major appliances, stereos and automobiles. In large department stores, they usually work in specific departments. In smaller owner managed stores, salespersons are responsible for serving customers in all areas of the store.

Duties and responsibilities vary depending on the types of merchandise they sell but, in general, salespersons:

- greet customers and help them identify their needs (for example, size of shoe they need)
- demonstrate, fit or measure merchandise for customers
- promote products such as credit card services
- advise customers on the use and care of merchandise
- answer questions regarding the store and its merchandise
- process payments (cash, cheques, direct debit and credit cards) and provide sales receipts
- assist customers with returns and exchanges of merchandise
- wrap customer purchases or arrange for delivery
- estimate or quote prices, credit terms, trade-in allowances and warranties
- check and order stock
- Stock shelves and maintain display areas.

Salespersons usually work indoors in pleasant surroundings, often in shopping malls. They must stand or walk for long periods of time and routinely may be required to lift items weighing up to 10 kilograms. Having to meet sales targets, sometimes sales per hour targets, can be stressful. Many salespersons work part time shifts. Evening, weekend and holiday work is common. Some salespersons are required to wear uniforms and most wear identification pins. Salespersons need to have various characteristics to sustain in their profession. They

should enjoy having clear rules and organized methods for their work, persuading people to buy or rent merchandise, and handling merchandise.

A teacher (also called a school teacher) or educator is a person who provides education for students. Teachers are building block of a nation. Teacher's role is very crucial in the growth of a country so that there is need to assess for improvement of their skills. She acts as a coach, mentor, trainer, and guide. But her performance totally depends on the working environment. Students learning ability and performance are the key judgment factors of a female teacher's performance. The role of female teacher is often formal and ongoing, carried out at a school or other place of formal education. In many countries, a person who wishes to become a teacher must first obtain specified professional qualifications or credentials from a university or college. Teachers may use a lesson plan to facilitate student learning, providing a course of study which is called the curriculum. A teacher's role may vary among cultures. A teacher who facilitates education for an individual may also be described as a personal tutor, or, largely historically, a governess.

The factors associated with occupational stress among salespersons and teachers included:

- Job insecurity :organized workplace are going through metamorphic changes under intense economic transformations and consequent pressures reorganizations takeovers, mergers, downsizing and other changes have become major stressors for employees.
- High demand for performance:unrealistic expectations which sometimes, puts unhealthy and unreasonable pressures on the employee can be tremendous source of stress and suffering.
- Technology:the expansion of technology “computers pagers, cell phones, fax machines and the internet” has resulted in heightened expectations for productivity speed and efficiency increase pressure on the individual workers to constantly operate at peak performance levels.
- Workplace culture: Adjusting to the workplace culture, whether in a new place or not can be intensely stressful. Making oneself adapt to the various aspect of workplace culture such as communication patterns, hierarchy, dress code, if any workplace and most importantly working and behavioral pattern of the heads or boss as well as the co-workers, can be a lesson of life.
- Personal or family problems:employee going through personal or family problems tends to carry their worries and anxieties to the workplace when one is in a depressed mood his unfocused attention or lack of motivation affects his ability to carry out job responsibilities.

The indicators of occupational stress can be summarizes as:

- Insomnia
- Loss of mental concentration
- Absenteeism
- Depression
- Substance abuse
- Extreme anger and frustration
- Family conflict
- Physical illness such as heart diseases, migraine, headaches, stomach and back problems.

In current study we are trying to find out level of occupational stress and job satisfaction among female salesperson and female school teachers.

II.OBJECTIVES

- To assess the level of occupational stress among female salespersons and school teachers.
- To assess the job satisfaction level among female salespersons and school teachers.

Scope & Relevance of the study

The study is mainly confined to know the job satisfaction and occupational stress level of female salesperson and teachers in various schools and offices at Bikaner district of Rajasthan.

This small study will be helpful in policy making to improve the working conditions in the offices and schools at different levels. This research study will be beneficial for knowing the satisfaction level of female employees in offices, private and Government schools.

Limitation of the study

All work done under this study is done with very care but there are some limitations of this Research. It is very difficult hard to pursue an employee to share his feelings about his institution. There may be some chances of biasness.

III.METHODOLOGY

Methodology followed to meet the objectives has been described in under following sections.

- Locale of the study
- Sample and its selection
- Data collection & tool used
- Statistical analysis of data

Locale of the study: The study was conducted in Bikaner city.

Sample and its selection: The total sample of the present study comprised 100 respondents, selected by random sampling technique. The study was conducted on 50 female respondents, under the age range of 25 & 30 years working in clothing showrooms of different brands from various malls and 50 female teachers under the age range of 25 & 30 years who working in different private and government school were taken for the study. All respondents had work experience 1 to 8 years.

Tools used for Data Collection

Occupational stress index: Developed by Dr. A.K. Srivastava and Dr. A.P. Singh (1994)

Job satisfaction scale: Developed by Dr. Amar Singh & Dr. T.R. Sharma (2005)

Analysis and Interpretation

Data obtained were edited, coded, tabulated and analyzed keeping in mind the objectives of the study. Appropriate statistical techniques were used to draw meaningful inferences. For the statistical analysis standard deviation, mean and t value were calculated by using of SPSS 16.0 version.

IV. RESULT AND DISCUSSION

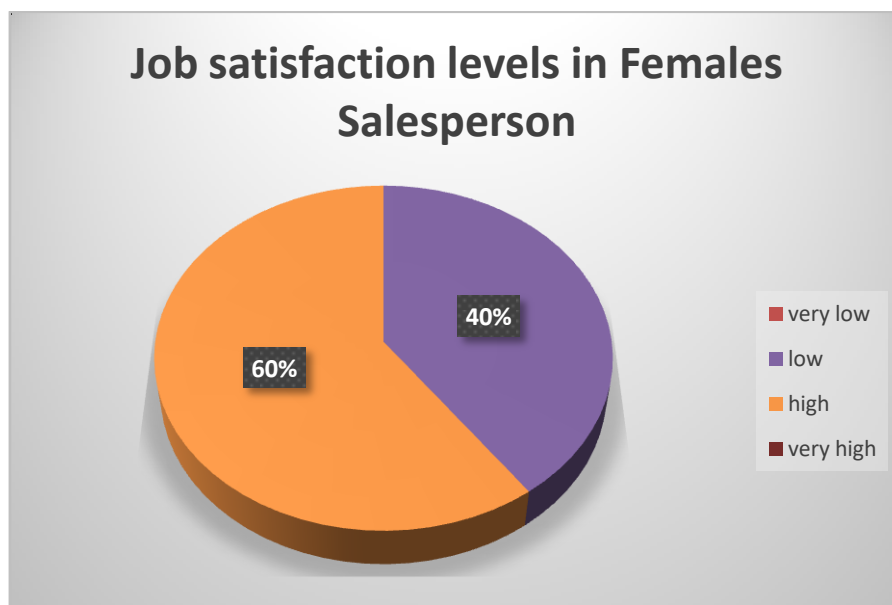
The present study was undertaken to investigate job satisfaction and occupational stress level among female salespersons and School teachers. To facilitate analysis and interpretation the data on job satisfaction and occupational stress had been presented in the form of the percentages calculated on the basis of score obtained by female salespersons and school teachers.

Table -1 Distribution of respondents on occupational stress and job Satisfaction

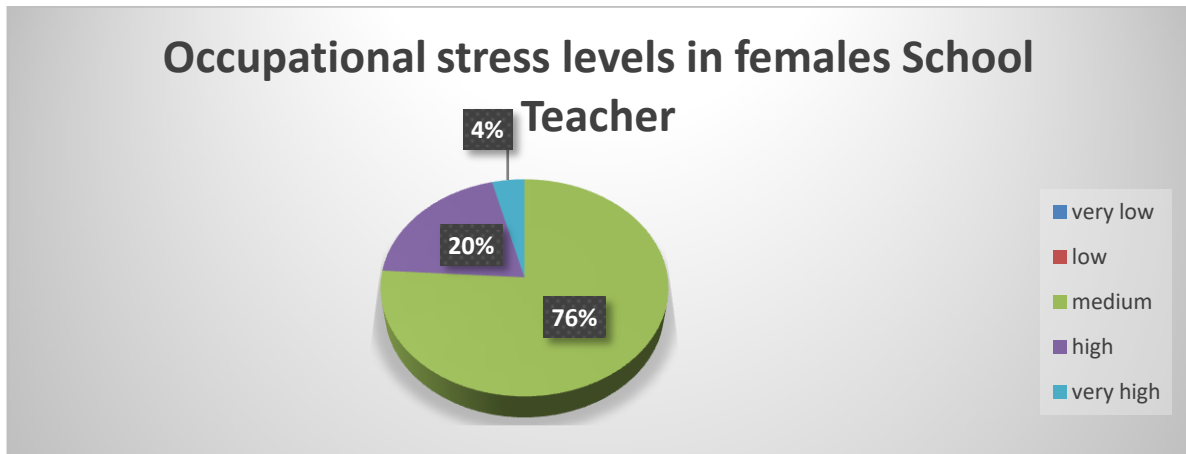
OCCUPATIONAL STRESS					JOB SATISFACTION				
LEVELS	Very Low	Low	Medium	High	Very High	Very low	Low	High	Very High
Scores	46-83	83-120	120-157	157-194	194-231	0-30	30-60	60-90	90-120
Female Salesperson	19 (38)	21 (42)	10(20)	-	-	-	20(40)	30 (60)	-
Female school Teachers	-	-	38(76)	10(20)	2(4)	-	1(2)	45 (90)	4(8)



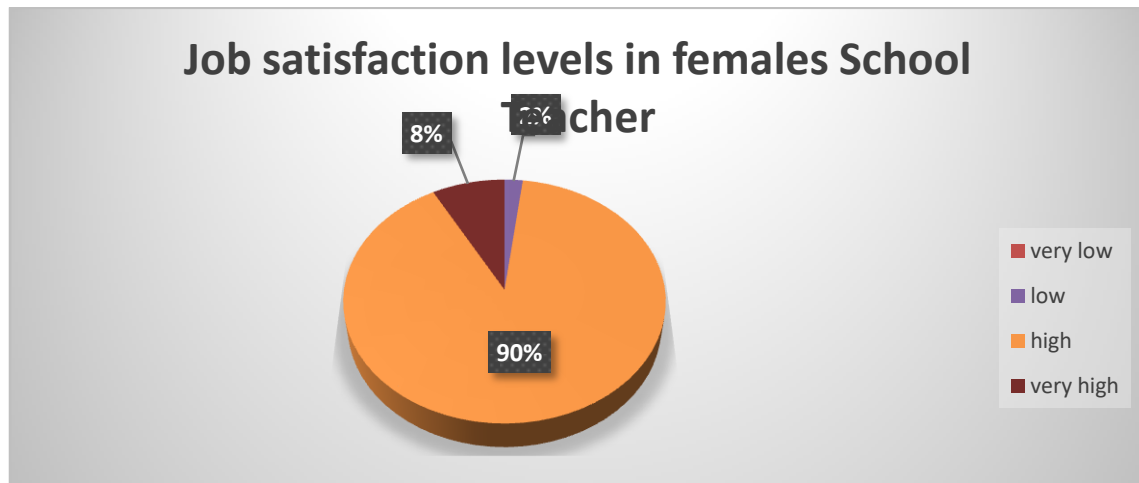
The data reveals that majority of FemaleSalesperson respondents had occupational stress levels in the “low” category 42% had medium occupational stress levels 20% had very low occupational stress levels 38% and none of the respondents had high or very high occupational stress levels.



Majority of Female Salespersonrespondents (60%) had job satisfaction levels in high category and 40% reported low job satisfaction levels. None of the respondents had very low or very high job satisfaction levels.



Majority of female school teacher respondents (76%) reported medium level of occupational stress, 20% had high occupational stress levels and 4% had very high occupational stress levels. None of the respondents had low or very low occupational stress levels.



Majority of female school teacher respondents (90%) reported high job satisfaction levels had low job satisfaction levels 8% had very high job satisfaction levels, 2% respondents reported low level of job satisfaction and none of the respondents had very low job satisfaction levels.

Table -2 Comparisons of occupational stress levels between Females Salesperson and Females School teacher

Female Salespersons	MEAN	S.D.	t value=
	170.56	21.92	

Female School Teachers	150.7	13.82	5.42**
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**significant at 0.01

Table -2 reveals that the t value (5.42) is more than the tabulated value, thus there is a significant difference in occupational stress among females salesperson and females school teachers. Then, female's salesperson has high level of occupational stress than female's school teachers. Various studies report the same pattern while some contradictions are also observed. Smith and Peters (2004), Ismail (2009) found similar results. The sources of stress at work include high job demand, ethical dilemmas, uncertain employment, role ambiguities, career places, physical working environment and non-harmonious relationship. The major causes of occupational stress are summarized as job insecurity, high demand for performance, technology, workplace culture and personal or family problems.

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