

# An empirical Study on Stress and Its Coping Strategies among Women Entrepreneurs: Special Reference to MSE in Dharmapuri District.

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*Abstract—“Women Entrepreneur” is a person who takes an interesting place to meet her individual wants and becomes economically autonomous. The growth of women's businesses and participation of the country development is very similar for a short time. The number of entrepreneurs increased the whole world. Women entrepreneurs play an important role in providing jobs to other well-organized sectors and have created the tendency of other women's entrepreneurs to grow. They should be set up for more participation, recycle advanced technologies, find a niche on the export market and will invest more in commercial activities. Women play different roles including mother, wife, daughter-in-law, etc. And they have to hit hard to get their needs met. This article describes the different forms of stress women entrepreneurs face and the different coping strategies they use. Get over the stress to be successful in your business.*

**Keywords— women entrepreneur, stress, causes of stress, coping strategies of stress**

## I. INTRODUCTION

The entrepreneurship is defined as the ability of the personality to be innovative, which includes trust and competence to respond to unfavorable conditions. As the development of women's business depends on many factors, including social, economic and physiological factors that prevail in society. Encourage and improve the Indian economy. Days Due to improving the technology of many women, entrepreneurs in the companies in Micro companies come from a new creative idea. There are many educational programs for the development of women's entrepreneurship, starting with the business. Preparation of diagram models for bank loans. So many Edi Hubs are recently trained to support student companies

Stress is a kind of global reaction in organizations. The actual or motivated demand manufactured by mental and emotional destruction and is a bad annoying state that includes many things and creates tensions and disappointments. Many women's entrepreneurs create stress at their workplace, which leads to many mental illnesses. Stress Nasik (2011) is defined as harmful physical and emotional reactions if the business requirements do not meet the possibilities or needs of entrepreneurs. The stress of serious concerns directly with the fulfillment of women Entrepreneurs. As a result, trying to investigate the causes of stress and change of the strategy to overcome them. This will be more helpful to women entrepreneur to develop self-confidence and that will help to reduce their stress level at an acceptable and optimum level

According to Dr. Hansila is one of the experts in the topics of the "rhythm of all clothes caused by life". Stress can be useful or harmful:

1. If the situation allows a person with a little achievement, stress is advantageous.
2. Stress is bad when an individual struggles with social, physical, organizational and emotional problems.

When people are stressed they have to find a new way to deal with it because they cannot remain in a constant state of tension. Coping with a stressful situation Coping has two main goals: improving or changing one's world. At any point in life, coping refers to actively trying to overcome stress and find new ways to face new circumstances.

## 1.3 CATEGORIES OF ENTREPRENEURSHIP:

The various types of sectors and enterprises currently witnessing a boom in the rural areas can be broadly classified under the following categories

- **Agro Based Enterprises:** Corporate-based agro: These include the direct sale or processing of Agrofood, such as Jaggery, the sugar industry, the cucumbers, the oil seed treatment, the fruit juice, dairy products, spices, etc.
- **Forest Industry:** Industrial products, loading in machining Headwear, bamboo products, charging code, plate with leaves.

- **Mineral industry:** This industry includes a cement industry, stone pricks, wall powder, etc.
- **Textile industry:** Add weaving, spiders, coloring, whitening.
- **Craftsmanship:** These industries include the creation of wood or local bamboo products in this area. Traditional decorative products or toys and all other forms of typical craftsmanship products in the region.
- **Engineering:** small and medium sectors for the production of agricultural machinery, equipment intended for use in rural areas, etc., Services, including mobile phones repair etc., which are recorded under this category.

**II. OBJECTIVES**

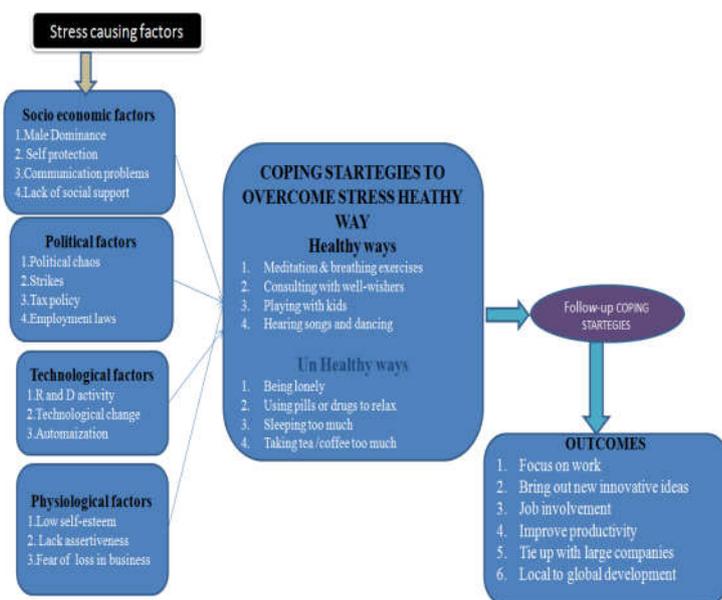
- a. To study various factors causing stress among women entrepreneurs in MSE.
- b. To analyze the technological factor that causes stress with respect to their educational qualification.
- c. To analyze various coping strategies followed by women entrepreneurs to overcome stress in MSE.
- d. To suggest measures for better stress management strategies.

**III. NEED OF STUDY:**

“STRESS IS A GOOD SERVANT BUT A BAD MASTER”

In other words, it could be the best friend or another worst enemy. A certain amount of stress is necessary to be successful, but an excessive obstacle causes a fear. While we tend to highlight the stress caused by external events, the events themselves are not intense. When two people experience the same stress or pressure, one can be positive or healthy and the other negative. Stress is often referred to as having a negative connotation. The catastrophic stress that stress is can affect a person in three ways. i.e., psychology and behavioral

**IV. FRAMEWORK:**



**V .LITERATURE REVIEW**

**Jananipriya and V.M Anitharajathi(2021)** women entrepreneurs plays a different role in their day to day life, so they may face many stress compared to others, these paper gives suggestion to women entrepreneurs to overcome stress by following various coping strategies so that the working environment will be so positive and the business will step to the next level.

**Prachitapatil and yogeshdespande(2017)** Female entrepreneurs make a significant contribution to the economic development of the country; It is also our responsibility as a community helps women entrepreneurs to exceed obstacles. Polar has experienced more tension due to the pressure and expectations of the home and work, which sometimes led to a greater tension, as they strive to run different roles that led to stress and ambivalence overload, which leads to a weak working life.

**Wustemann(2012)**It is about emotional intelligence and bottom-line pressures in the supermarket, and the article claims that the training has raised morale and improved the quality of work life while also lowering stress levels slightly.

**Kokila m and subhashini R (2010)** Women play a variety of rolls, such as mother, wife, daughter-in-law etc, so they should also play the executive position in their activities. The light of these considerations, a conceptual study was performed to open the entrepreneurship of women and stress that faces them.

**Anandamurugan (2010)** A healthy family unit puts stressful factors dissolving tools to soften the stress throughout the family. These stress families can be stressful people who influence the whole family, such as the school statements, addiction, mental illness or physical illness or family crisis

**Singh SP(2008)** Discussed the logical and flu factors that contribute to the development of women in business, as well as obstacles to their development, including gender-specific inequalities, social responsibility and contact with wealthy entrepreneurs. Discussing corrective actions that can be accepted to improve the climate to encourage women's entrepreneurship.

**Natrajan (2006)** India surpasses all other countries in various areas of information technology that require full mental activity. Mental stress can cause mental tension and also lead to mental illness, which can be explained in several ways. It's part of the body. In addition, according to the report, mental health care will go a long way in preventing mental illness..

**Subhasheeh Bhattacharyya (2006)** This lead to the repetition of much load on the body organs. As a result, the computer is subjected to wear to be longer. The number of persons suffering from heart diseases is increased. The stress management strategies used include exercises, networks, therapeutic approaches and random meditation sessions.

**Gyllensten(2005)** A list of general aspects to expand the rights and capacity of women based on the structures set out by various scientists in different sectors of the social sciences. These structures have pointed out that the empowerment of women had to occur at different levels, including economic, social, cultural, familiar family / alive, legally, political and mentally

**Wood and wood (2004)** Stress is described as a physiological reaction to a situation that poses a threat to an individual and necessitates some sort of change. When a person no longer has full control of what happens in their lives, they feel stress.

**Malhotra,et al.(2002)** A list of general aspects to expand the rights and capacity of women based on the structures set out by various scientists in different sectors of the social sciences. These structures have pointed out that the empowerment of women had to occur at different levels, including economic, social, cultural, familiar family / alive, legally, political and mentally

**Daga and hussian(2001)** Studying women of women with social and family roles and social support and social support has discovered the impact of social support for the stress of the social and family role.

**Khanaka (2000)**Stress management is difficult because the person who is stressed is unaware of the particular causes or sources of stress. Stressors or loads are objects or situations that may trigger stress.

**Rajeshwari and sumangala(1999)** There were problems and opportunities in women's entrepreneurship and explained that women's entrepreneurially of women to join their limited resources and capitals. This facilitates the most efficient use of resources and the mobilization of female potential..

**Chand and sethi (1997)** In the work production, there are a number of organizational variables for revision. Pressure, overloading of the task and the role of the conflict has significant positive relationships with stress. Uncertainty was also found during the interaction and expected tension.

**.Chudhary(1990)** Analysis of the relationship between job satisfaction and stress between the bank employees has not encountered a significant difference in the dimensions of the position limits between the upper and the lowest groups. As a group of higher and lower ages of bank officers, global load roll indicators and job satisfaction were considered negatively.

**Cummins (1990)** Role conflict and uncertainty, heavy workload, underutilization of expertise, resource inadequacy, and lack of involvement were identified as the key categories of work stressors in the study "work stress and the buffering effect of supervisory support.

**Dastur(1990)** The Employee Community Managerial stress is caused by the environment, and perceived control is the second largest source of managerial stress. In these studies, it was found that role ambiguity is not a major source of stress. As a result, a negative social environment and helplessness can be the main causes of stress among Indian leaders.

## VI. METHODOLOGY

### Research Design

The research design is the method and the main process for the conducting particular study; it can be grouped in the three main categories – Exploratory, Descriptive and Causal. The type which is proposed in this research design is descriptive study.

### Type of study

#### Descriptive

A Descriptive Study - Descriptive research aims to accuracy and systematically describes a total number of population, situation or phenomenon. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

This research conducted is a descriptive research. This is descriptive in nature because the study is focused on fact finding investigation in a well-structured form and is based on primary data. Primary data has been used in the form of a questionnaire in order to collect data.

### Sampling Design

In this study convenience sampling technique has been used and 142 women entrepreneurs were selected.

**Convenience Sampling** These is statistical devices for the data acquisition of the convenient available article. In other words, the sample is selected based on the accessibility and not according to the most complex screening processes. This process and this technique are known as the comfort of the champion.

**Sampling size**

Sample size of this survey would be 142 women entrepreneurs.

**Method of Data Collection**

**a) Source of Data**

Both primary and secondary data were collected for this study.

**b) Primary Data**

The objective of the study has been accomplished with the help of primary data collected from women entrepreneurs who are registered in district industrial centre through Questionnaire.

**c) Secondary Data**

The various secondary information sources used for the present research include the journals, magazines and websites.

**d) Survey Tools**

A Structured questionnaire was used as tool of data collection.

**Statistical Tools and Techniques**

The collected data have been analyzed with the help of tools like simple percentage method.

**a) Simple Percentage Method**

Simple percentage analysis refers to a ratio. With the help of absolute figures it will be difficult to interpret any meaning from the collected data, but when percentages are found out then it becomes easy to find the relative difference between two or more attributes.

**b) Chi-Square Method**

Chi-Square Test is an important test among the several test of significance. Chi-Square symbolically written as  $c^2$  (pronounced as Ki Square).

Chi square test enables to explain whether or not two attributes are associated. Chi- square is calculated as follows,

$O_{ij}$  = observed frequency of the cell in the  $i^{th}$  row and  $j^{th}$  column.

$E_{ij}$  = expected frequency of the cell in the  $i^{th}$  row and  $j^{th}$  column.

As a non parametric test it can be used to determine a categorical data. It is used to make comparison between theoretical population and actual data.

Degree of freedom plays an important part in using the chi-square distribution and tests are based on it. The degree of freedom is worked out as follows

$$d.f = (c-1) (r-1)$$

Where ‘c’ means number of columns and ‘r’ means number of rows.

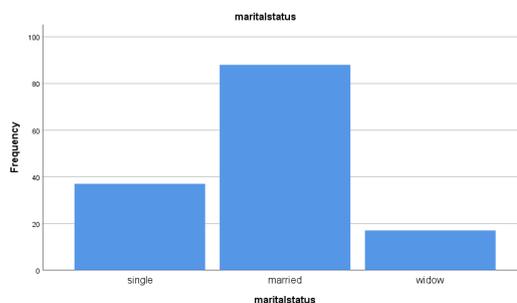
**VII. DATA ANALYSIS AND INTERPRETATION**

**Table No. 6.1.1**

**Table Name: Age of women entrepreneurs**

S.No.	Marital status	No. of respondents	Percentage
1	Un married	37	59.4
2	Married	28	35.6
3	Widow	17	4.4
	Total	142	100

**Figure 6.1.1**



*Interpretation*

The above table shows that age of the women entrepreneurs . It is inferred that 59.4% are un married,35.6% are married,4.4% are widow

*Inference*

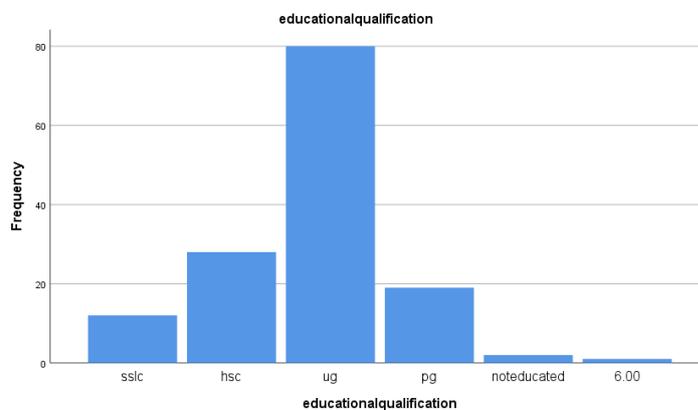
Majority 59.4% respondents are unmarried.

**Table No. 6.1.2**

**Table Name: educational qualification**

S.No.	Particulars	No. of respondents	Percentage
1	Sslc	12	8.5
2	Hsc	28	19.7
3	Under graduate	81	63.3
4	Postgraduate	19	13.3
5	Not educated	2	1.4
	Total	142	100

**Figure 6.1.2**



*Interpretation*

It is inferred that educational qualification . The above table clearly states that 8.5% of them studied sslc,19.7% of them completed hsc , 63.3% of them completed undergraduate, 13.3% of them completed postgraduate and 1.4 of them are not educated

*Inference*

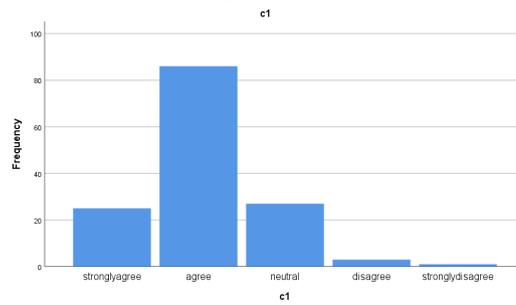
Majority 63.3 % respondents are completed postgraduate.

**Table No. 6.2.1**

**Table Name: socio economic factors causing stress**

S.No.	Particulars	No. of respondents	Percentage
1	Strongly agree	25	17
2	Agree	86	60.6
3	Neutral	27	19.0
4	Disagree	3	2.7
5	Strongly disagree	1	.7
	Total	142	100

Figure 6.2.1



*Interpretation*

From the above table it is inferred that 17% of the respondents are in strongly agree, 60.6% of the respondents are in agreed, 19% of the respondents are in neutral. 2.7 % of the respondents are in disagreed and 0.7% of the respondents are in strongly disagreed.

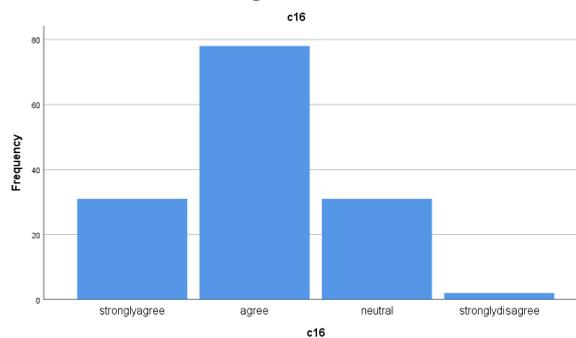
**Inference:** 60.6% of people are majority and it shows that women entrepreneurs agree that they get stress by high male dominance

Table No. 6.2.2

Table Name: technical adaptation

S.No.	Particulars	No. of respondents	Percentage
1	Strongly agree	31	21.8
2	Agree	78	54.9
3	Neutral	31	21.8
4	Disagree	0	0
5	Strongly disagree	2	1.4
	Total	142	100

Figure 6.2.2



*Interpretation*

From the above table it is inferred that 21.8% of the respondents are in strongly agree, 54.9% of the respondents are in agreed, 21.8% of the respondents are in neutral. and 1.4% of the respondents are in strongly disagreed.

**Inference:** 54.9% of people are majority and it shows that women entrepreneurs agree that they get stress by technological adaptation

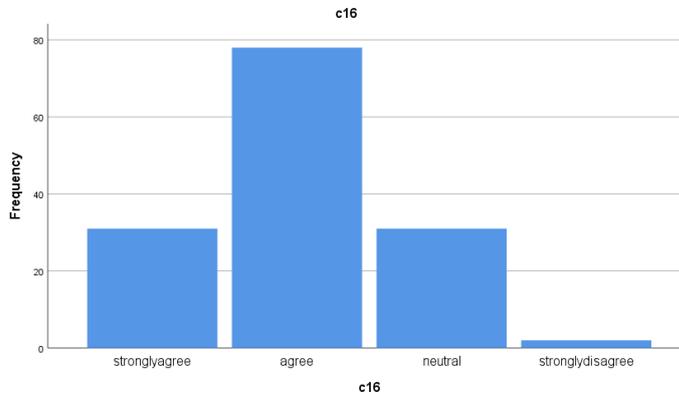
Table No. 6.2.3

Table Name: technical adaptation

S.No.	Particulars	No. of respondents	Percentage
1	Strongly agree	40	28.2
2	Agree	52	36.6

3	Neutral	50	35.2
4	Disagree	0	0
5	Strongly disagree	0	0
	Total	142	100

Figure 6.2.3



Interpretation

From the above table it is inferred that 28.2% of the respondents are in strongly agree, 36.6% of the respondents are in agreed, 35.2% of the respondents are in neutral.

**Inference:** 36.6% of people are majority and it shows that women entrepreneurs agree that they get stress by political factors

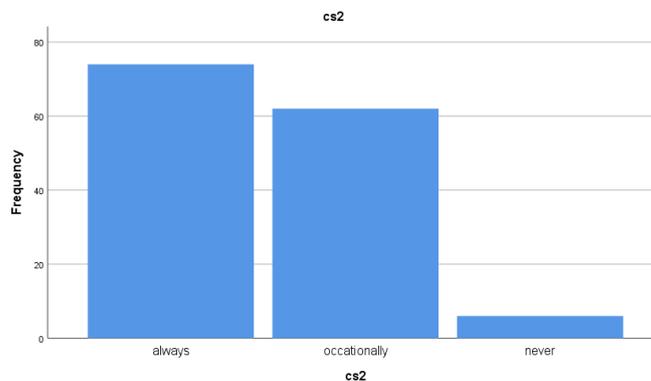
Table No. 6.3.1

Table Name: coping strategies

Healthy ways: sharing problems with friends and relatives

S.NO	Particulars	Frequency	Percentage
1	Always	64	45.1
2	Occasionally	65	45.8
3	Never	13	9.2
	Total	142	100

Figure:6.3.1



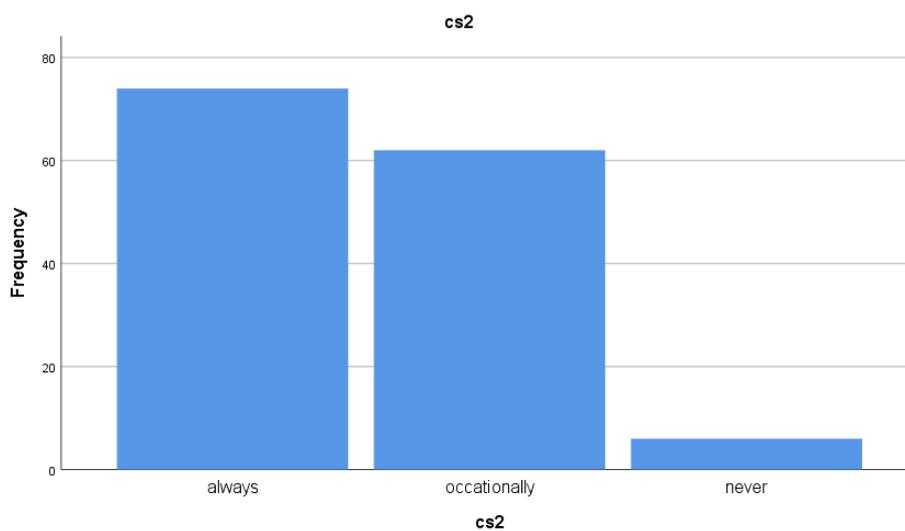
**INTERPRETATION:**

From the above table it is inferred that 45.1% of the respondents are always follow this coping strategies, 45.8% of the respondents are occasionally follow this coping startiges,9.2% respondents are never follow this coping strategies.

**Inference:** 45.8 % of people are majority and it shows that women entrepreneurs will always share their problems with friends and relatives to cope with stress

**Table No. 6.3.2**  
**Table Name:** coping strategies  
**Un Healthy ways:** Drinking excess tea/ coffee

S.NO	Particulars	Frequency	Percentage
1	Always	71	50
2	Occasionally	66	46.5
3	Never	5	3.5
	Total	142	100



**Interpretation:**

From the above table it is inferred that 50% of the respondents are always follow this coping strategies, 46.5% of the respondents are occasionally follow this coping startiges,3.5% respondents are never follow this coping strategies.

**Inference:** 52.1% of people are majority and it shows that women entrepreneurs will always share their problems with friends and relatives to cope with stress

**Chi-square analysis :**

Chi square test for **testing goodness of fit** is used to decide whether there is any difference between the observed (experimental) value and the expected (theoretical) value.

**CHISQUARE TABLE 1:**

**Null Hypothesis(Ho) :** marital status and high male dominance not depends on each other

**Alternate Hypothesis (H1):** marital status and high male dominance are depend in each other.

**Case Processing Summary**

	Cases		Missing		Total	
	Valid					
	N	Percent	N	Percent	N	Percent
marital status * c1	142	100.0%	0	0.0%	142	100.0%

**marital status \* c1 socio economic factor**

Count

		c1					Total
		Stronglyagree	Agree	Neutral	disagree	stronglydisagree	
Maritalstatus	Single	3	24	9	0	1	37
	married	18	53	14	3	0	88
	widow	4	9	4	0	0	17
Total		25	86	27	3	1	142

**Chi-Square Test**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.774 <sup>a</sup>	8	.362
Likelihood Ratio	10.057	8	.261
Linear-by-Linear Association	2.120	1	.145
N of Valid Cases	142		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .12.

Tabulated value (T.V)(0.05,8)=15.51

Chi square value: 8.774

C.V < T.V

Result : hence p value is greater than 0.05 it is not significant, so we accept the hypothesis(0))

**Inference:** since  $cv < tv$  there is no significant difference between educational qualification and technological adaptation

**CHISQUARE TABLE 2:**

**Null Hypothesis(ho) :** educational qualification and technological adaptation not depends on each other  
**Alternate Hypothesi(h1):** educational qualification and technological adaptation are depend in each other.

**Educational qualification \* technological adaptation**

Count

		c16				
		Stronglyagree	Agree	neutral	stronglydisagre e	To
Educational qualification	Sslc	1	9	1	1	12
	Hsc	4	19	5	0	28
	Ug	22	38	20	1	81
	pg	4	10	5	0	19
	noteducated	0	2	0	0	2
<b>Total</b>		<b>31</b>	<b>78</b>	<b>31</b>	<b>2</b>	<b>142</b>

**Chi-Square Tests**

Pearson Chi-Square	13.577 <sup>a</sup>	12	.329
Likelihood Ratio	13.342	12	.345
Linear-by-Linear Association	.415	1	.519
N of Valid Cases	142		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .03.

Tabulated value (T.V)(0.05,12)=21.03

Chi square value: 13.577

C.V < T.V

so we accept the null hypothesis(H0)

$cv < tv$  there is no significant difference between educational qualification and technological factor

**Correlation:**

**NULL HYPOTHESIS (H0):** there is no relationship between socio economic factors causing stress and coping strategies

**ALTERNATE HYPOTHESIS (H1):** there is relationship between socio economic factors causing stress and coping strategies

**Correlations table 1:**

		c1	cs1
c1	Pearson Correlation	1	-.108
	Sig. (2-tailed)		.199
	N	142	142
cs1	Pearson Correlation	-.108	1
	Sig. (2-tailed)	.199	
	N	142	142

R=-.108

Negative linear relationship

Null hypothesis (H0) accepted

Result: there is no relationship socio economic factor and coping strategies

**Inference:** since we get negative correlation(-.108) it clearly shows that there a relationship between socio economic factor and coping strategies

**CORRELATION TABLE 2:**

**NULL HYPOTHESIS (H0):** there is no relationship between political factor causing stress and coping strategies

**ALTERNATE HYPOTHESIS (H1):** there is relationship between political factors causing stress and coping strategies

**Correlations**

		c10	cs3
c10	Pearson Correlation	1	.162
	Sig. (2-tailed)		.054
	N	142	142
cs3	Pearson Correlation	.162	1
	Sig. (2-tailed)	.054	
	N	142	142

R=. 162

Positive linear relationship

Alternate hypothesis(H1) accepted

Result: there is relationship between political factor and coping strategies

**Inference:** since we get positive correlation (.162) it clearly shows that there a relationship between political factor causing stress and coping strategies

## SUGGESTIONS

Women's businesswomen "Physical and Mental Problems" were important reasons for stress among respondents. The necessary measures must be assumed to organize the training program and a medical field to overcome stress. This can minimize the stress level between respondents. Women's entrepreneurs should also remove training and smile and smile therapy. After all, the smile lights his face and increases the improvement of his personality.

The level of stress varies from person to person. If one sticks to it, he can get away from the cruel bond of stress. Therefore, it is advisable to practice yoga or meditation to know how to overcome stress.

## CONCLUSION

This article has a conceptual examination of stress management. The revision took place about fifteen documents relating to stress-related documents. The entrepreneur coupling of women plays a crucial role in the economic development of our country. Since the company should also motivate them to overcome all the struggle and education, technical skills, financial competence, management skills, etc. That you do not know it and do not use it. Perform a double role I through, the treatment of your personal and professional life can lead to a low equilibrium of professional life. So it hopes that this article not only discusses the reasons for stress, challenges and problems, but also the track to overcome these problems, and problems should be successful in your career .

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