

## Comparison of Factors of Stress among Women Entrepreneurs in Different Types of Business

**Dr. B. SUDHESHNA**

Academic Consultant, Dept. Of Management Studies, Sri Venkateswara University, Tirupati, India.  
Email: drbsudheshna@gmail.com, Mobile: 09963745789

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### ABSTRACT:

The characteristics of men and women entrepreneurs are generally very similar. The differences are found only in age, personality, motivation and type of business started. Women are by and large born managers as they manage their home. They can do simultaneously do more than one task at a time and have good coordination skills. They invariably think of entering a business once their children are grown up and household responsibilities get reduced. Women were subjected to greater stress as the demands, expectations from home and career at times caused greater conflicts which strives for multi role duties and it results in stress, ambivalence and overload which may leads to low work life balance. This article not only discuss about the factors of stress in different types of businesses but also the methods to cope up with stress. Further it is also compared the factors of stress among Women Entrepreneurs in manufacturing, service and trading.

**Keywords:** Stress management, women entrepreneurship, work pressure and socio-cultural environment.

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**INTRODUCTION:** Every human being has his own understanding of stress, because all demands of adaptability do evoke the stress phenomenon. Stress is viewed as a stimulus to the characteristics of the environment; stress is used to mean those environmental factors that stimulate unhealthy individual reactions or characteristics of the job environment that pose a threat to the individual. Stress is conceptualised as a bodily response to some externally imposed demand. Stress is conceived of as a pattern of psychological changes or as a stress –related disease, which may be behaviourally affective. Stressful only if the individual perceived is as such, adopting a transactional view. By this stress refers to the entire phenomenon of stimuli response and intervening variables.

### REVIEW OF LITERATRE

- **Kati Tikkamäki, PäiviHeikkilä, Mari Ainasoja (2016):** Verified that, the paper explores how entrepreneurs experience the role of positive stress and reflective practice in their work and describes the reflective tools utilized by entrepreneurs in promoting stress. The research process was designed to support reflective dialogue among the 21 Finnish entrepreneurs from different fields who participated in the study, with results based mainly on qualitative interviews. Nine of the interviewed entrepreneurs also kept a positive stress diary, including a three-day physiological measurement analysing their heartbeat variability. The findings suggest that positive stress and reflective practice are intertwined in the experiences of entrepreneurs and illustrate the role of reflective practice as a crucial toolset for promoting positive stress, comprising six reflective tools: studying one, changing one's point of view, putting things into perspective, harnessing a feeling of trust, regulating resources and engaging in dialogue.

- **K.D. Balaji, Dr.V.M.Shengaraman (2013):** Observed that the main intention of this paper is to impart the level of stress and satisfaction of both the groups. Thus it is identified that the group of women are satisfied with the work at hand but they are stressed in some factors like lack of recognition from the society in case of home maker, in contrast the Entrepreneurs suffer from business environment and job pressure. As both the groups of women are not giving much importance to their health condition, it is advisable for them to do some burn-outs to reduce their stress level and make their life cheerful and flourishing.
- **Robert A. Baron Rebecca, J. Franklin, Keith M. (2013):** Observed that, founding entrepreneurs as a group are predicted to experience low rather than high levels of stress while running new ventures. Results supported this reasoning: Founding entrepreneurs reported lower levels of stress when compared to participants in a large national survey of perceived stress. Additional findings indicate that entrepreneurs' relatively low levels of stress derive, at least in part, from high levels of psychological capital. Psychological capital was negatively related to stress, and stress, in turn, was negatively related to entrepreneurs' subjective well-being. Furthermore, and also consistent with ASA theory, the stress-reducing effects of psychological capital were stronger for older than younger entrepreneurs.
- **Dr. K. Shobha, Vennila Gopal (2012):** Verified that modern life is full of stress. An organization become more complex, the potential for stress increases. Urbanization, industrialization and increase in scale of operations are some of the reasons for rising stress. Stress is an inevitable consequence of socio-economic complexity and to some extent, its stimulant as well. Stress in health psychology, a general term used to refer to a range of negative perceptions and reactions experienced when pressure become too much. In health psychology, stress is typically used to refer more generally to a range of negative perceptions and reactions. A distinction has been made between productive or functional stress and dysfunctional stress. Stress is productive or functional and distress in dysfunctional non productive.
- **Dr.G.Sudha (2011):** Verified that the role of women has undergone drastic change over the past few decades. Women are no more perceived only as a daughter, wife, mother alone. This present study pays attention on the level of stress faced by women entrepreneur and to compare between urban and rural areas. Data from 84 women entrepreneurs 44 from urban areas and 40 from rural areas in two districts of Tamilnadu are collected. Results showed that women entrepreneurs from urban areas are having slightly high level of stress than rural areas.
- **Joakim Wincent1, Daniel Ortqvist (2006):** Verified that Entrepreneurship as a domain of research has grown by benefiting from more established disciplines. This paper reviews literature on role stress and develops a conceptual framework that illustrates how this construct can serve entrepreneurship research. Based on a review of psychological and sociological literature, the paper proposes a model of antecedents and consequences to entrepreneur role stress. Suggestions for future research and practical implications are also presented.
- **David A. Mack (STUDENT) Jeffrey E. McGee (2001) :**Observed that occupational stress is commonly acknowledged to be a critical issue for small business owners. Surprisingly, little research has attempted to examine the causes of stress. This study attempts to fill part of this void in literature by examining the relationship between stress, task complexity and the use of social support systems

among 226 small business owners. The study's findings suggest that higher stress levels are related to greater task complexity.

### OBJECTIVES:

- To analyze and compare the factors of stress among women entrepreneurs between different types of businesses (service, manufacturing and trading).

### HYPOTHESES:

- H<sub>01</sub>:** There is no significant difference between the nature of business and factors of stress among women entrepreneurs.

### METHODOLOGY:

The study includes both primary and secondary data. The primary data sources are women entrepreneurs in Rayalaseema Region of A.P. The secondary data sources are relevant websites, journals, business magazines, books, dissertations and data bases for theoretical support. Structured questionnaire was used to collect the information from respondents. Questionnaire consists of open ended and closed ended questions. Quota sampling method was used to collect responses. Sample size was 350. The data analyses have been done through SPSS.

### FACTORS OF STRESS

This information is regarding Stress due to work pressure, Stress due to Family problems, Stress due to Financial, Issues, Stress due to Responsibility and Accountability, Stress due to marketing changes, Stress due to less time to relax have been primarily collected for the purpose of the present study.

**Table 1: Stress due to work pressure**

Nature of Business	Stress due to Work Pressure		F Value	P Value
	Mean	SD		
Manufacturing	<b>3.69</b>	1.497	18.024	0
Trading	<b>2.98</b>	0.656		
Service	3.32	0.469		
<b>Total</b>	<b>3.24</b>	<b>0.918</b>		

(5 point scale: 1- Strongly Disagree ..... 5-Strongly Agree)

\*Significant difference at 0.05 levels

The mean values for 3 types of businesses shown in table no 1. As per the table production business has highest mean value (**3.69**) and Trading business has lowest mean value (**2.98**). Hence it can be interpreted that the respondents in production experienced more stress due to Work Pressure. One way ANOVA test is done across business to know the significant difference between the business categories. The table 1 shows that the calculated F value is 18.024 and P value is 0.00. Since the calculated value is less than 0.05, it can be interpreted that there is a significant difference between the natures of business with regard to "stress due to work pressure".

**Table 2: Stress due to Family problems**

Nature of Business	Stress due to Family problems		F Value	P Value
	Mean	SD		
Manufacturing	<b>3.81</b>	0.666	7.14	0.001
Trading	3.59	1.129		
Service	<b>3.32</b>	0.469		
<b>Total</b>	<b>3.56</b>	<b>0.893</b>		

(5 point scale: 1- Strongly Disagree ..... 5-Strongly Agree)

\*Significant difference at 0.05 levels

The mean values for 3types of businesses shown in table no 2. As per the table production business has highest mean value (**3.81**) and Service business has lowest mean value (**3.32**).Hence it can be interpreted that the respondents in production experienced more stress due to Family problems.

One way ANOVA test is done across business to know the significant difference between the business categories. The table 2 shows that the calculated F value is 7.140and P value is 0.01. Since the calculated value is less than 0.05, it can be interpreted that there is a significant difference between the natures of business with regard to “stress due to family problems”.

**Table3:Stress due to Financial Issues**

Nature of Business	Stress due to Financial Issues		F Value	P Value
	Mean	SD		
Manufacturing	4.21	0.543	4.814	0.009
Trading	<b>4.25</b>	0.797		
Service	<b>3.96</b>	0.827		
Total	4.15	0.766		

(5 point scale: 1- Strongly Disagree ..... 5-Strongly Agree)

\*Significant difference at 0.05 levels

The mean values for 3types of businesses shown in table no 3. As per the table trading business has highest mean value (4.25) and service business has lowest mean value (3.96). Hence it can be interpreted that the respondents in trading experienced more stress due to financial issues. One way ANOVA test is done across business to know the significant difference between the business categories. The table 3 shows that the calculated F value is 4.814 and P value is 0.09. Since the calculated value is greater than 0.05, it can be interpreted that there is no significant difference between the natures of business with regard to “stress due to financial issues”

**Table4:Stress due to Responsibility and Accountability**

Nature of Business	Stress due to Responsibility and Accountability		F Value	P Value
	Mean	SD		
Manufacturing	3.76	0.628	38.935	0

Trading	<b>3.37</b>	1.124		
Service	<b>4.32</b>	0.469		
Total	3.74	0.959		

(5 point scale: 1- Strongly Disagree ..... 5-Strongly Agree)

\*Significant difference at 0.05 levels

The mean values for 3types of businesses shown in table no 4. As per the table service business has highest mean value (**4.32**) and trading business has lowest mean value (**3.37**). Hence it can be interpreted that the respondents in service experienced more Stress due to Responsibility and Accountability. One way ANOVA test is done across business to know the significant difference between the business categories. The table 4 shows that the calculated F value is 38.935 and P value is 0.00. Since the calculated value is less than 0.05, it can be interpreted that there is a significant difference between the natures of business with regard to “Stress due to Responsibility and Accountability”.

**Table5: Stress due to marketing changes**

Nature of Business	Stress due to Marketing Changes		F Value	P Value
	Mean	SD		
Manufacturing	3.94	0.61	55.822	0
Trading	<b>3.02</b>	1.17		
Service	<b>4.28</b>	0.964		
Total	3.61	1.155		

(5 point scale: 1- Strongly Disagree ..... 5-Strongly Agree)

\*Significant difference at 0.05 levels

The mean values for 3types of businesses shown in table no 5. As per the table service business has highest mean value (**4.28**) and trading business has lowest mean value (**3.02**). Hence it can be interpreted that the respondents in service experienced more stress due to Marketing Changes. One way ANOVA test is done across business to know the significant difference between the business categories. The table 5 shows that the calculated F value is 55.822 and P value is 0.000. Since the calculated value is less than 0.05, it can be interpreted that there is a significant difference between the natures of business with regard to “Stress due to Marketing Changes”.

**Table6:Stress due to less time to relax**

Nature of Business	Stress due to less time to relax		F Value	P Value
	Mean	SD		
Manufacturing	3.44	0.499	8.213	0
Trading	<b>3.41</b>	1.502		
Service	<b>3.96</b>	0.827		
Total	3.58	1.179		

(5 point scale: 1- Strongly Disagree ..... 5-Strongly Agree)

\*Significant difference at 0.05 levels

The mean values for 3 types of businesses shown in table no 6. As per the table service business has highest mean value (3.96) and trading business has lowest mean value (3.41). Hence it can be interpreted that the respondents in service experienced more stress due to less time to relax. One way ANOVA test is done across business to know the significant difference between the business categories. The table 6 shows that the calculated F value is 8.213 and P value is 0.00. Since the calculated value is less than 0.05, it can be interpreted that there is a significant difference between the natures of businesses with regard to “Stress due to less time to relax”.

## FINDINGS

- Respondents from the manufacturing experienced more stress due to Work Pressure. It is observed from ANOVA that there is a significant difference between the natures of business with regard to stress due to work pressure.
- Most of the respondents in manufacturing experienced more stress due to Family problems. It is identified from ANOVA that there is a significant difference between the natures of business with regard to stress due to family problems.
- Majority of the respondents in trading experienced more stress due to financial issues. It is observed from ANOVA that there is no significant difference between the natures of business with regard to stress due to financial issues.
- Most of the respondents in service experienced more stress due to Responsibility and Accountability. It is observed from ANOVA that there is a significant difference between the natures of business with regard to stress due to responsibility and accountability.
- Majority of the respondents in service experienced more stress due to Marketing Changes. It is identified from ANOVA that there is a significant difference between the natures of business with regard to stress due to marketing changes.
- Most of the respondents in service experienced more stress due to less time to relax. It is identified that ANOVA that there is a significant difference between the natures of business with regard to stress due to less time to relax.

### Stress Management:

#### Government support:

The policies and decisions announced by the government regarding the financial assistance and other promotional activities pertaining to women entrepreneurs have to be communicated in time so that they can get benefit to improve their business which will in turn reduce not only their financial constraint but also stress.

#### Relaxation:

Yoga and meditation effectively reduce stress. Make social contacts like attending industry related functions, planning travel with family and friends will be helpful in relieving from stress.

#### Delegation:

When woman entrepreneurs are busy with their family work, they can delegate the work to trusted people and concentrate on family. It will be helpful to train the struttred people in important works.

#### Awareness programmes:

Women entrepreneurs should be aware of training programmes, workshops, seminars and webinars conducted by entrepreneurial development institutes, universities and NGOs to develop their skills and improve confidence levels.

**Setting goals:**

Set measurable goals, reasonable time period for tasks, follow up the targets and time to time evaluate the progress of work.

**CONCLUSIONS:**

Women entrepreneurs play an important role in contribution to the economic development of the country. Women are subjected to greater stress as demands, expectations from home and career at times causes greater conflicts which strive for multi role duties and it results in stress. This article examined the factors of stress among women entrepreneurs in three different categories of industry. There is a significant difference between the natures of businesses with regard to stress due to work pressure, family problems, financial issues, responsibility and accountability, marketing changes and less time availability to relax. Some of the coping techniques to overcome these stress factors are Government support, relaxation techniques, and delegation of work, awareness programmes and setting goals that are easy to achieve are also discussed in this article.

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