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An Analysis of Occupational Stress and Resilience in BEVCO's Salesforce

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A B S T R A C T

Workplace stress has become a significant concern affecting employee productivity and mental health across organisations. This study focuses on understanding how employees at the Kerala State Beverages Corporation (BEVCO) manage occupational stress and effectiveness of their coping strategies. The study aims to identify major stressors and examine coping mechanisms adopted by employees. Data were collected through structured questionnaires administered to 50 employees from various departments. The results indicated that conflicts with coworkers, a heavy workload, deadline pressure, a lack of resources, and a poor work-life balance were the main causes of stress. Employees predominantly relied on taking breaks and other leisure activities to cope with stress. This study concludes that coping strategies had become an important element for the employees to beat stress through coping mechanisms like stress reduction sources, flexible work schedule and team building activities that could further enhance employee wellbeing and efficiency.

Keywords: Stress management, Coping mechanisms, Occupational stress, Employee wellbeing.

1. Introduction

Employee stress management is a growing concern in today's corporate landscape, where maintaining operational efficiency and ensuring employee well-being are essential. BEVCO, a government-owned company, operates in a high-pressure work environment where employees, particularly those in the main office, experience elevated stress levels during peak sales periods. This study focuses on identifying the primary causes of stress among BEVCO's office employees, assessing the impact of stress on their performance, and evaluating the effectiveness of current stress management techniques. By understanding the challenges faced by BEVCO's employees during peak sales hours, the study aims to offer actionable insights to improve workplace conditions and enhance productivity.

2. Statement of the problem

In the fast-paced and high-pressure retail environment, particularly during peak sales hours employees often experience elevated stress levels due to the increased workload, customer demands, and time constraints. This study seeks to explore the strategies and coping mechanisms that BEVCO employees employ to manage stress during peak sales hours. It aims to identify the specific stressors employees face, assess the effectiveness of current stress management practices, and provide recommendations for improving employee support systems. By understanding how employees manage stress, BEVCO can implement targeted interventions to foster a healthier work environment, enhance employee well-being, and optimize overall operational efficiency during busy sales periods.

3. Literature review

- **Sharma A. & Gupta .R** : The research titled employee management in high pressure work environment, investigates stress management strategies used by BEVCO employees, particularly those in sales and distribution, during peak sales hours. The study found that time management plays a crucial role in helping employees handle work pressures effectively. Additionally, effective team coordination was identified as a significant factor in managing stress, with employees collaborating and supporting each other during intense work periods. The study also highlights the importance of taking short breaks, which provide employees with a chance to recharge and reduce stress, ultimately improving performance and maintaining productivity throughout the workday.

- **Joshi, P., & Rathi, R. (2020)**: The research titled Stress and coping mechanisms in sales roles within the beverage industry: insights from BEVCO, investigates how BEVCO sales staff handle stress during peak sales hours, including festivals and promotions. It identifies coping

strategies like setting realistic targets, managing expectations, and using stress-relief techniques like deep breathing and exercise. Additionally, the importance of training and development in fostering emotional resilience and coping skills among employees is emphasized. A supportive leadership style and organizational initiatives can go a long way in maintaining a healthy work-life balance and improving overall employee satisfaction. The findings show that employees use a combination of physical and mental techniques to maintain focus and reduce stress during high sales volume periods. The study also examines the effectiveness of stress-relief strategies on sales performance.

- **Kumar, S., & Bansal, A. (2019)**: The research titled Impact of team support on stress management during peak sales hours, investigates the role of social support in managing stress among BEVCO employees during peak sales hours. It emphasizes the importance of teamwork, communication, and mutual support in alleviating stress. The study assesses employees' perceptions of team support, collaboration, and the impact these factors have on stress levels and overall performance. The findings reveal that mutual support among colleagues helps employees cope better with physical and emotional demands, while collaborative approaches and good communication reduce stress and improve performance.

- **Agarwal, R., & Verma, A. (2021)**: The study titled Organisational stress management practices in BEVCO, discusses BEVCO's stress management practices during peak sales hours, including flexible work hours, incentivized stress-relief programs, and employee wellness schemes. However, the study also identifies areas for improvement, especially in terms of increasing engagement with stress management programs and ensuring that they are accessible and relevant to all employees, particularly those in high-pressure, customer-facing roles. The study finds that BEVCO's wellness programs and stress-relief incentives, such as yoga sessions, counselling access, and motivational workshops, have effectively reduced employee burnout during these high-pressure periods.

- **Reddy, S., & Mehta, V. (2020)**: The research titled Time management and stress reduction among BEVCO sales employees, investigates how BEVCO employees manage time to reduce stress during peak sales hours. It identifies strategies like task prioritization, scheduling tasks based on demand, and delegating responsibilities. The findings reveal that BEVCO employees prioritize tasks and delegate responsibilities, which reduce pressure and increases efficiency during peak sales periods. Overall, the study highlights that BEVCO's sales employees can manage stress better when they adopt structured time management practices. These practices not only help in stress reduction but also lead to enhanced productivity and improved overall performance.

- **Patil M., & Tiwari, P.(2021)**:The study titled The role of Physical and mental wellbeing in stress management at BEVCO, explores the relationship between physical and mental well-being and stress management among BEVCO employees. It reveals that regular exercise and meditation practices significantly reduce stress and improve performance during high-demand sales periods. The research highlights the importance of incorporating both physical and mental health practices in stress management during peak sales periods. The findings suggest that BEVCO should consider integrating these practices into their stress management programs to promote a healthier, more balanced workforce.

- **Sinha, A., & Agarwal, R.(2018)**: The research titled Motivation and stress management during high demand sales at BEVCO, explores the role of motivation in BEVCO employees' stress management during peak sales periods. It identifies intrinsic and extrinsic factors like personal goals, team recognition, and sales targets that help employees stay focused and reduce stress. The findings suggest that employees with clear personal and team goals, along with motivation through recognition and rewards, report better stress management and greater resilience The study emphasizes that motivation through both personal goal-setting and organizational recognition contributes to better stress management, higher job satisfaction, and increased productivity.

- **Mishra, R., & Choudhary, M. (2020)**: The study titled Technological interventions in managing sales stress, examines the use of technological tools like sales management apps and communication platforms in BEVCO's employees to manage stress during peak sales hours. The research found that tools automating sales tracking and improving communication among teams reduce stress by simplifying tasks and enhancing coordination during busy periods. The study concludes that technological tools have a positive impact on managing sales stress by streamlining tasks and improving team coordination, though successful implementation requires proper training, consistent usage, and addressing potential technical barriers.

- **Bhatia, N., & Raghavan, S. (2021)**: The study titled Emotional intelligence and stress management in BEVCO employees, explores the role of emotional intelligence (EI) in BEVCO employees' stress management during peak sales periods. The research found that employees with higher EI are better at managing stress by maintaining composure, regulating emotions, and positively interacting with colleagues and customers. The research highlights that EI enhances an employee's ability to stay calm under pressure, resolve conflicts, and manage workplace stressors in a constructive manner. The study emphasizes the importance of EI as a key factor in enhancing workplace stress management and recommends that BEVCO focus on cultivating emotional intelligence in their workforce. By doing so, the company can improve employee well-being, performance, and overall organizational success during peak sales periods.

- **Yadav, R., & Patel, K (2019)**: The research titled workplace environment and stress management in BEVCO, explores the impact of BEVCO's workplace environment on stress management during peak sales hours. It highlights the importance of office layout, rest spaces, and clear communication protocols in enabling employees to manage stress and maintain productivity. Furthermore, the physical and cultural aspects of the work environment—such as supportive leadership, positive organizational culture, and effective communication—have a substantial impact on employees' stress management and their overall ability to perform under pressure. The research emphasizes that creating a supportive and well-organized workplace environment, which balances physical comfort with strong communication and cultural support, can greatly enhance stress management, leading to improved employee well-being and productivity during peak sales periods.

4. Objective

- To study the main causes of stress for BEVCO employees during peak sales hours.

- To examine the effectiveness of stress management techniques in reducing stress and maintaining productivity.
- To assess the impact of stress on employee performance, customer interactions, and job satisfaction.

5. Hypothesis

- H0: There is *no significant relationship* between respondents' *age group* and their *primary source of stress*.
- H1: There *is a significant relationship* between respondents' *age group* and their *primary source of stress*. (kruskal wallis test)

6. Scope

This study aims to create a more supportive work environment at BEVCO by effectively managing stress. As a result, employees can experience greater job satisfaction, improved work-life balance, and reduced burnout. By addressing the unique stressors faced by office employees, BEVCO can foster a healthier, more resilient workforce, leading to sustained productivity and overall well-being.

7. Research Methodology

Research methodology refers to the techniques for collecting and analysing data, study design, and ethical issues are all included in the systematic process and framework. It describes how the study will be carried out, guaranteeing that the research is organized, impartial, and trustworthy. Methodology is crucial because it offers a well-defined strategy for collecting and evaluating data, which aids in the production of reliable and accurate outcomes. A clear approach makes the study more credible, guarantees consistency, and makes it possible for other researchers to repeat it. It also guarantees the significance and applicability of the study findings and aids in detecting any limits.

7.1 Data source

- Primary data : They are those data collected for the first time and they are considered very reliable and accurate. The respondents were selected using the convenience sampling method, considering the accessibility and availability of participants during the study period. Data was collected using a structured questionnaire from the respondents.
- Secondary data: Data collected from secondary sources are those collected by some other person for some other purpose are called secondary data. These are not very accurate and reliable. Internet, websites, newspapers, business journals and magazines, etc. have been referred to collect secondary data.

7.2 Sample size

A total of 50 BEVCO employees from Thiruvananthapuram head office were selected as respondents for the study.

7.3 Sampling technique

The respondents were selected using the convenience sampling method considering the accessibility and availability of participants during the study period.

7.4 Tools used for analysis

The collected data was analysed with the help of various statistical and graphical tools including tables, bar diagrams, and pie charts, which enabled easy computation and clear presentation of data. In addition, the Kruskal–Wallis test, a non-parametric statistical test, was used to compare the differences among multiple groups and to determine whether there were any statistically significant variations in their median values. For all calculations and graphical representations, Excel tools were utilized, which enabled easy understanding and interpretation of the findings and observations.
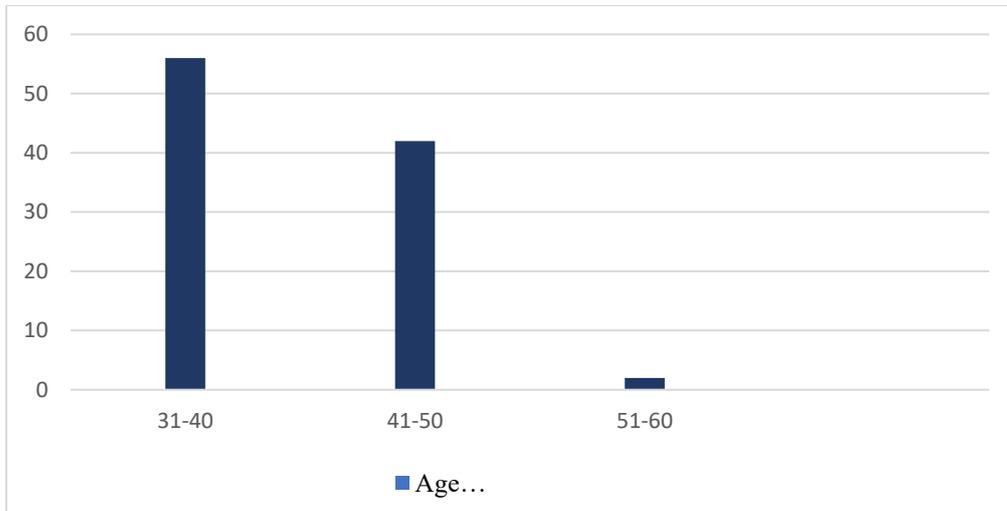
8. Results and discussions

Table 1: Age group of respondents

Response	No: of respondents	Percentage
Under 20	0	0
21-30	0	0
31-40	28	56
41-50	21	42
51-60	1	2

Total	50	100

Source: Primary data

Chart 1: Age group of the respondents
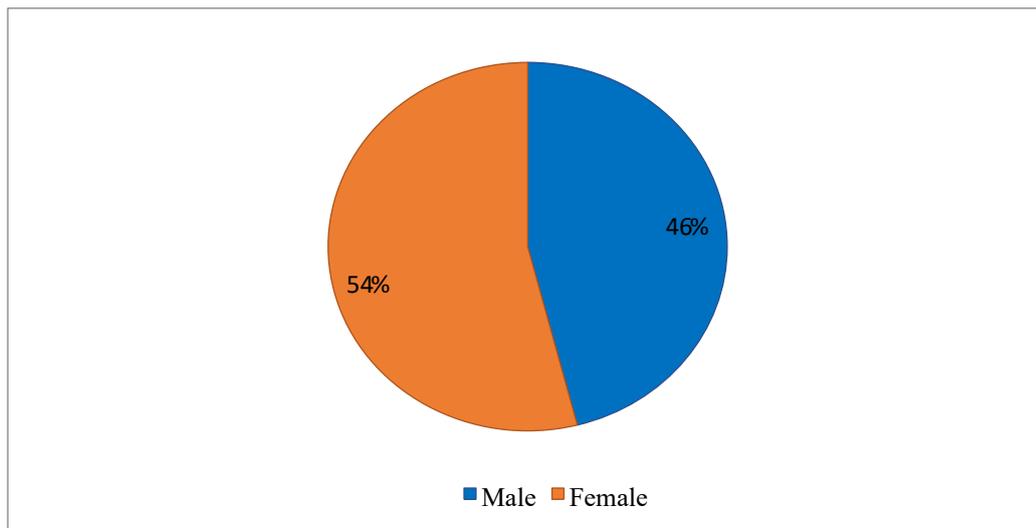

Interpretation:

According to the above graph, over half of the respondents is between the ages of 31 and 40, 42% is between the ages of 41 and 50, and the remaining 2% is between the ages of 51 and 60.

Table 2: Gender of the respondents

Responses	No. Of respondents	Percentage
Male	23	46
Female	27	54
Prefer not to say	0	0
TOTAL	**50**	**100**

Source: Primary data

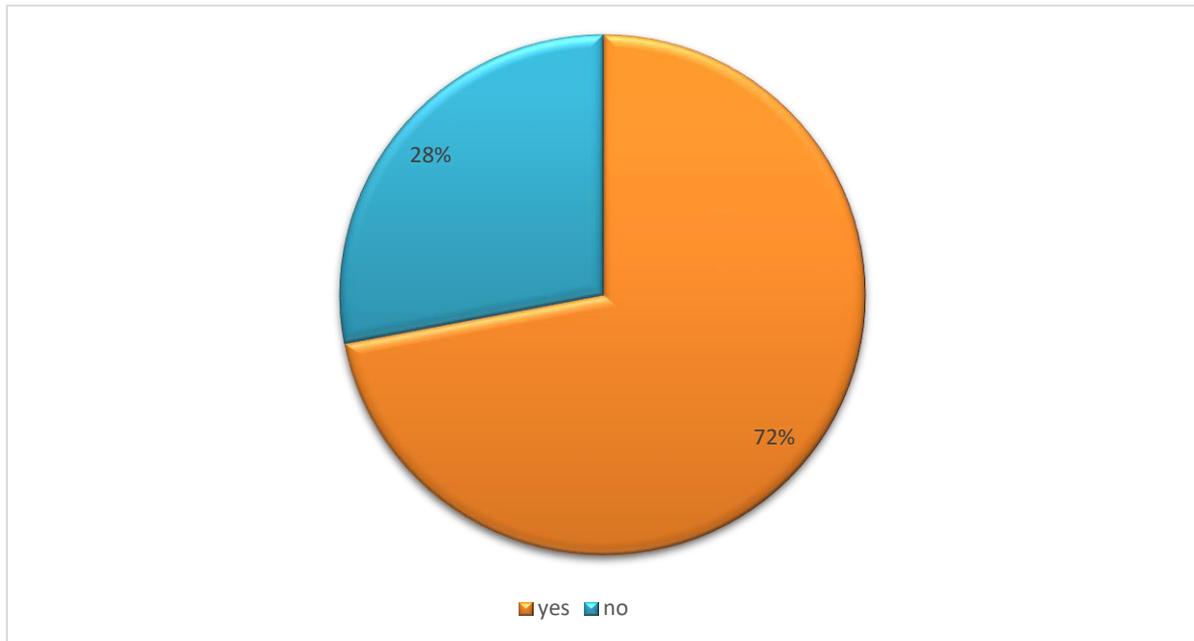**CHART 2: GENDER OF THE RESPONDENTS**

Interpretation:

According to the above chart, 54% of the respondents are female, while 46% are male. This indicates that women constitute a slightly higher proportion of the respondents compared to men, showing a balanced yet female-dominant participation in the survey.

Table 3: Stress levels during peak sales periods

RESPONSE	NO: OF RESPONDENTS	PERCENTAGE
Yes	36	72
No	14	28
TOTAL	**50**	**100**

Source: Primary data

**Chart 3: Stress levels during peak sales periods**

Interpretation:

According to the above chart, 72% of the respondents experience stress during peak sales periods, while 28% do not feel stressed. This indicates that a significant majority of employees find peak sales times to be stressful. The results highlight the need for better stress management strategies during high-demand periods.

Table 4: Primary sources of stress

Responses	No. Of respondents	Percentage
Heavy workload	23	46
Tight deadlines	10	20
Lack of resources (e.g., staff, tools, time)	13	26
Poor communication from management	4	8
Job insecurity	2	4
Lack of clarity in job expectations	3	6
Conflict with colleagues	5	10
Poor work-life balance	12	24
Others	2	4
Total	**50**	**100**

Source: Primary data

Chart 4: Primary sources of stress
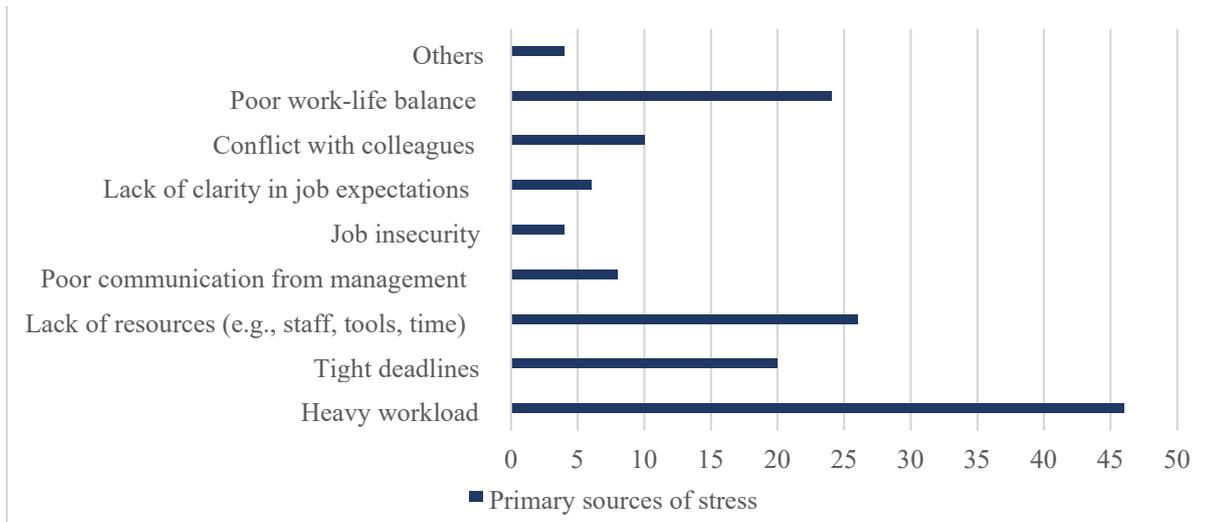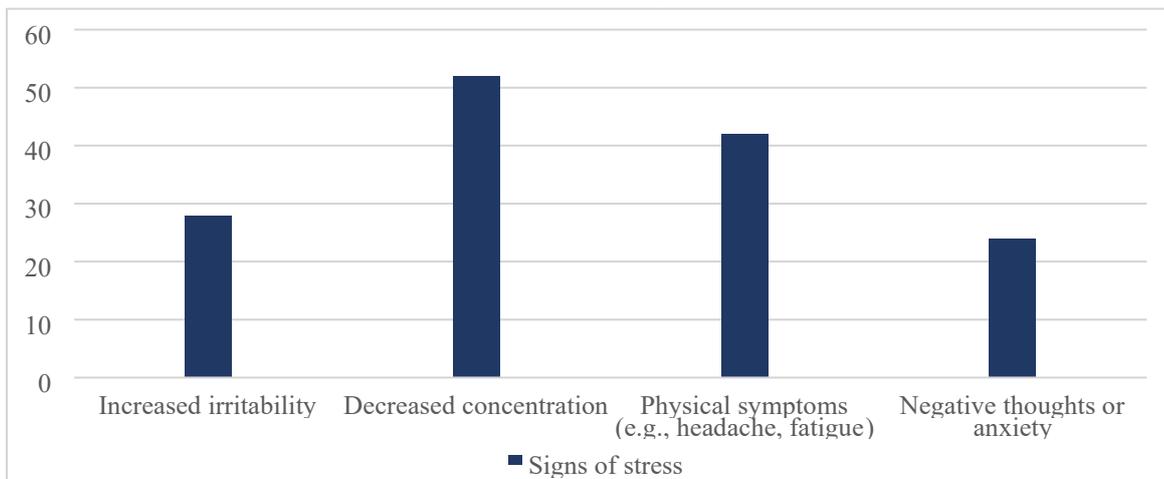

Interpretation:

According to the above graph, the main cause of stress among BEVCO employees is their excessive workload. Other elements that contribute to employee stress include tight deadlines, a lack of resources, a poor work-life balance, and disagreements with colleagues.

Table 5: Signs of stress

Responses	No.of respondents	Percentage
Increased irritability	14	28
Decreased concentration	26	52
Physical symptoms (e.g., headache, fatigue)	21	42
Negative thoughts or anxiety	12	24
Others	0	0
Total	**50**	**100**

Source: Primary data

**Chart 5: Signs of stress**

Interpretation:

The employees' recognition of how stress impacts their work is depicted in the above graph. Over half of employees acknowledge that they are under stress due to their inability to focus, and 42% report headaches, exhaustion, 28% annoyance, and 24% negative thoughts.

Table 6: Impact of stress on overall job satisfaction

Responses	No.of respondents	Percentage
Very negatively	7	14
Somewhat negatively	27	54
No impact	12	24
Somewhat positively	4	8
Very positively	0	0
Total	**50**	**100**

Source: Primary data

Chart 6: Impact of stress on overall job satisfaction
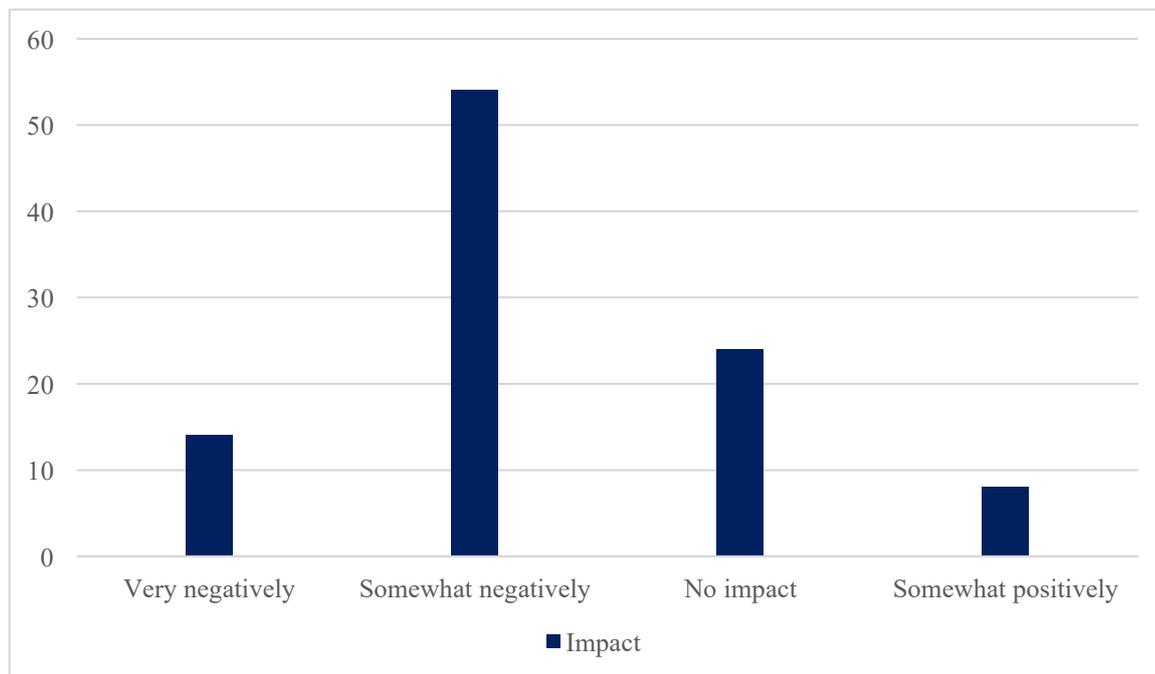
Interpretation:

According to the above graph, 54% of the respondents experience a negative impact on job satisfaction due to stress during peak sales hours, 24% of respondents report no impact and only 8% see a somewhat positive effect.

Table 7: Stress management techniques used to cope with Stress during peak sales periods

Responses	No. Of respondents	Percentage
Deep breathing exercise	9	18
Taking breaks	19	38
Speaking with a supervisor or colleague	13	26
Engaging in physical Activities (e.g., stretching, walking)	9	18

Meditation or mindfulness	3	6
Listening to music	17	34
Others	2	4
Total	**50**	**100**

Source: primary data

Chart 7: Stress management techniques used to cope with stress during peak sales periods
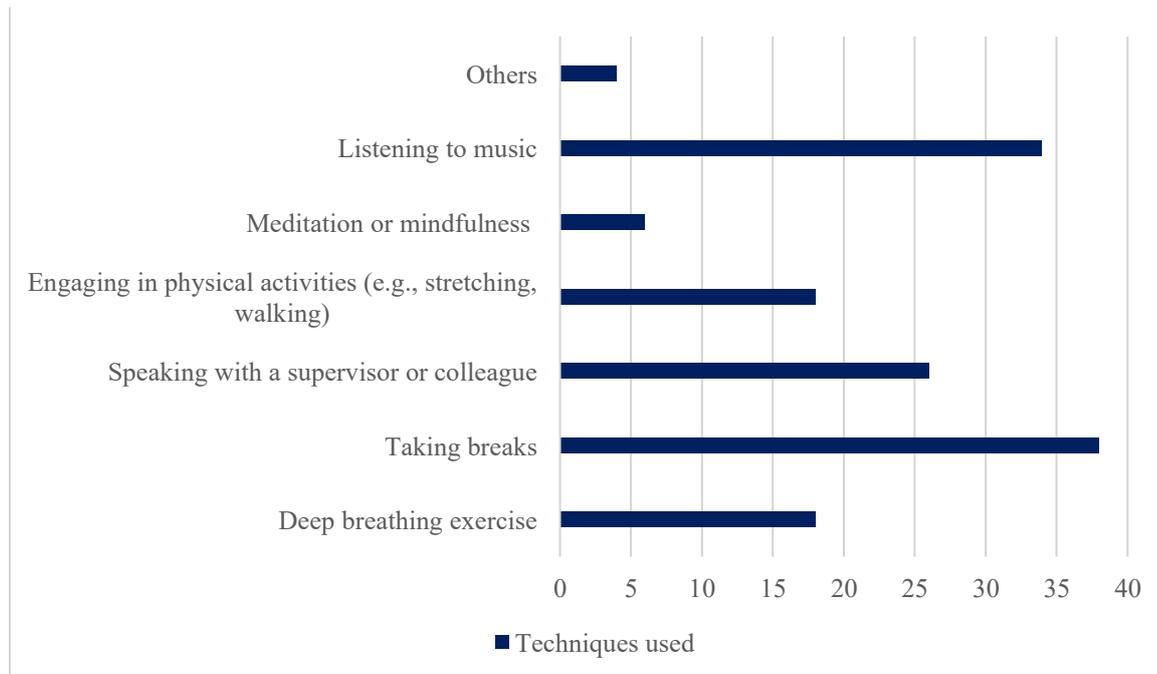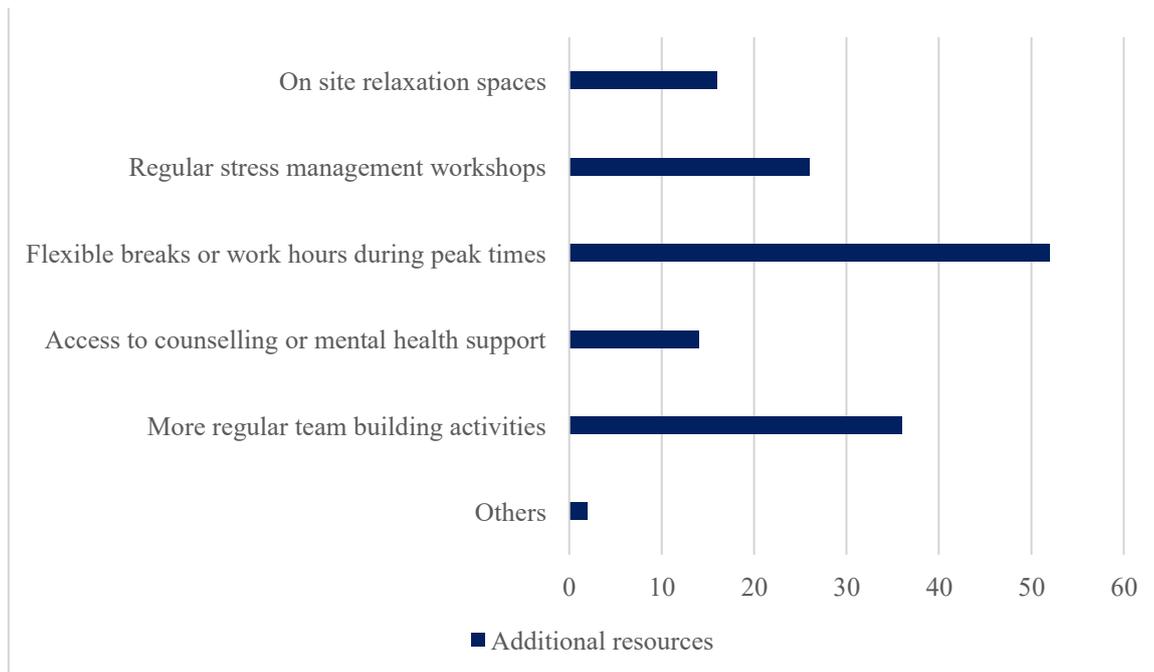

Interpretation:

Employee stress management strategies during peak rush hour are depicted in the above graph, with breaks and music listening being the most popular strategies.

Table 8: Additional stress management resources or techniques

Responses	No. Of respondents	Percentage
On-site relaxation spaces	8	16
Regular stress management workshops	13	26
Flexible breaks or work hours during peak times	26	52
Access to counselling or mental health support	7	14
More regular team building activities	18	36
Others	1	2
Total	**50**	**100**

Source: primary data

Chart 8: Additional stress management resources or techniques

Interpretation:

The above graph illustrates how employees responded to extra stress-reduction tools or methods that they would find useful. The primary requirements were team-building exercises, flexible work schedules with breaks, and stress-reduction seminars.

Table 9 : Kruskal-Wallis test – age group vs. Stress score

Age Group Mean Rank	N	Mean Rank
31–40	29	24.03
41–50	18	27.78
51–60	1	15.50
Total	48	

Kruskal-Wallis H

Test Statistic	Value
Chi-Square (H)	1.326
df	2
Asymp. Sig.	0.515

A Kruskal-Wallis H test was conducted to determine if there were statistically significant differences in reported stress levels (based on a composite stress score) among different age groups. The results showed that the differences were *not statistically significant*, $\chi^2(2) = 1.326$, *p = 0.515*.

This suggests that *age group does not have a significant effect* on the number of reported sources of work-related stress among respondents. Therefore, we *fail to reject the null hypothesis*.

9. Findings

- Most of the respondents are in their prime working age, with over half (56%) of the workforce being between the ages of 31 and 40 and 42% being between the ages of 41 and 50.
- With 54% of the respondents being female, gender representation is rather balanced.
- Less than 10% of respondents say they are not anxious at work, 36% are unclear, and nearly half report feeling stressed.
- Conflicts with coworkers, a heavy workload, deadline pressure, a lack of resources, and a poor work-life balance are the main causes of stress.
- 60% of respondents report feeling under pressure during high sales hours, with 12% reporting frequent stress and 8% reporting ongoing stress.
- 42% of respondents report headaches and fatigue, and more than half say stress affects their ability to concentrate.

- 38% of the respondents are unhappy with the support they are currently receiving, 26% are satisfied and the remaining individuals have a neutral opinion.
- Sixty percent of respondents want more resources or training on stress management.
- During peak hours, taking breaks and listening to music are the most common ways to handle stress.
- Respondents have expressed that stress-reduction courses, flexible work schedules, and team-building activities would be beneficial.
- The Kruskal–Wallis test showed no significant difference in stress scores across age groups, $\chi^2(2) = 1.326$, $p = 0.515$. This indicates that age does not significantly influence work-related stress among respondents.

10. Suggestions

- Create official stress management activities, such as seminars on stress reduction and staff wellness programs.
- To evaluate employee stress levels and the success of stress management initiatives, schedule frequent feedback sessions.
- Rearrange the allocation of the workload to lessen undue stress during hours of high sales.
- Employees can better handle stress if flexible work schedules are implemented and more frequent breaks are permitted.
- Expand the resources that are available, such as more training, better equipment, and higher staffing levels.
- Teach managers to spot stress symptoms in their staff and offer the right kind of support.
- To quickly address stress-related issues, management and staff should be encouraged to communicate openly.
- Plan team-building activities to strengthen bonds between coworkers and lessen friction.
- Encourage staff members to take personal time off as necessary to maintain a good work-life balance.
- To track employee stress levels and the success of stress management initiatives, conduct frequent surveys and feedback sessions.

11. Conclusion

In conclusion, it should be noted that stress can be considered as a fact of nature and the force from the outside which disturbs the individual. When it is on the job it becomes costly for employees and employers reflected in lower productivity, reduced motivation and job skills. The present study focuses on the occupational stress and coping strategies of employees working in BEVCO, Thiruvananthapuram. Study indicates that organizational stressors consist of stress arising mainly due to heavy workload, tight deadlines and insufficient resources. The pressure of intense work demands and difficult schedules is a significant concern, with many employees reporting stress, especially during peak sales hours. Further coping strategies had become an important element in the employees to beat stress through coping mechanisms like stress reduction sources, flexible work schedule and team building activities.

Prioritizing stress management not only improves individual well-being but also enhances overall organizational performance and job satisfaction. Ultimately, creating a supportive workplace culture where employees feel valued and empowered to manage stress can lead to long-term success and sustained productivity. Employee well-being, job happiness, and overall organizational performance could all be considerably increased by strengthening stress management techniques, allocating the workload more effectively, and boosting managerial assistance.

Mindfulness during stress involves intentionally focusing on the present moment without judgment, allowing individuals to observe their thoughts and emotions with clarity and calm. When stress arises, practicing mindfulness—through deep breathing, meditation, or simply bringing awareness to bodily sensations—can help break the cycle of anxious thoughts and automatic reactions. Instead of being overwhelmed, a mindful approach encourages acceptance and understanding of stress as a temporary state, creating space to respond thoughtfully rather than react impulsively. This shift in awareness promotes emotional regulation, reduces the intensity of stress, and fosters a sense of inner balance and resilience.

12. Limitations

Even though we have tried our best to make a perfect analysis, our project suffers from certain limitations due to constraints of time, money and human effort which are unavoidable. We have tried our maximum to overcome those limitations and use everything at our disposal to make this project near perfect.

- The study was time consuming.
- Project report is limited to the knowledge and capabilities of the researcher.
- It is a micro level study and confined to the city of Thiruvananthapuram.
- The number of respondents was limited.
- The information provided in this project is highly time bound and may vary according to time
- Secondary sources of data have been employed from internet, journals, magazines etc. and hence reliability of our analysis depends on the reliability of the data
- The general constraints like non response, general response, incomplete response and inconsistent response have been faced and respondents.

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