

Stress Coping Mechanism by the Restaurateurs of Bangalore City

M. Nimisha and Arumugam Dharmaraj

Abstract--- *Entrepreneurship is a pioneering venture that is exigent and so, it is stressful. Restaurateurs indulge in ventures that deal with highly perishable food stuff that requires swift vending. It is also important to understand and provide valuable suggestions on how to cope with stress. The objective of the study is to understand the stress faced by the restaurateurs and their coping mechanism. The reviewed literature shows the potential issues that are concerned with stress undergone by the entrepreneurs. There is scarcity of research with respect to the management of stress with respect to the restaurateurs of Bangalore city. People who manage the restaurants are called restaurateurs. A total number of 100 restaurateurs were taken as a sample size for the study. Analysis of the data was done using the primary data collected through questionnaires from the restaurateurs of Bangalore city.*

Keywords--- *Stress, Coping Stress, Entrepreneurs, Restaurant Owners, Restaurateurs.*

I. INTRODUCTION

Entrepreneurs work in a highly competitive environment where the uncertainty and risks are really high. Unlike the salaried employees, the entrepreneurs are solely responsible for the success or failure and survival or decline of their business. To remain stable in the market, they work harder and longer than the salaried employees do. Many turn out to be workaholics, and that even their business tends to dominate even their personal life. Self-fulfillment and high pressure go hand in hand among the entrepreneurs. Though they achieve self-fulfillment by attaining job satisfaction, they end up paying a heavy price for their health. Though entrepreneurs thrive on stress, it also causes negative impact on the physical, behavioral, social, psychological aspects of their lives. Stress analysis has become a trend in recent years. The economic times of India has mentioned in an article that the Indian hotel industry has been facing a plateful of crises from the year of 2018. The factors that have contributed to crisis are inflation, GST, varied competition and steep rents. International investors are perplexed by the state of the current market and have now stepped back when it comes to funding new projects. The restaurateurs still recollect their good old business days and recall the golden pre-demonetization era. This research focuses on the stress faced by the restaurateurs of Bangalore city and tries to understand how they deal with it.

II. STATEMENT OF THE PROBLEM

Running a restaurant is not an easy job as it requires a lot of patience and effort to succeed. Stress is very common in any entrepreneurship but its level increases when the competition is very high, especially in a city like Bangalore, where the number of restaurants is big. The restaurateurs face many challenges like competition, brand identification, acquiring and retaining customers, etc. Maintenance of hygiene and quality of food is very important and any failure in it causes the business to topple leading to stress. So, this study deals with understanding the stress

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faced by the restaurateurs and their coping mechanism. It also helps us to find the answers for the following questions:

- What are the socio-economic characteristics of the respondents?
- What causes stress among the respondents?
- How do the respondents manage stress?
- How does management of stress lead to the improvement of entrepreneurship?

III. REVIEW OF LITERATURE

The demand in this competitive work environment is the psychological reason behind stress. But their stress gradually reduces with knowledge of the concept of managing stress, experience and their confidence at work (Shepherd and Douglas 2000). An entrepreneur who is new to a business venture would face a lot of stress as the outcome is very low and the risks that they face are too high (Shane and Venkataraman 2000). Managing a unit by itself is very stressful as it requires emotional stability to deal with the employees, as well as customers. Risk taking is common among the managers, as they are expected to increase the turnover of the organization (Nasurdin and Ramayah, 2003). A majority of the women entrepreneurs face a lot of stress as they need to fulfill the expectations of being a daughter, wife, mother and daughter-in-law and at the same time manage their business like an efficient chief executive officer (Ortqvist et. al, 2007). Strategies to manage stress can be categorized as cognitive, diversionary, functional, relaxation, restructuring, submissive, third-party support, transitory reinforcement coping etc. (Ezhilarasi,T, 2015). An increase in the burden of work at the work place increases stress, and managing the workload may turn out to be even more stressful (Mellahi and Wilkinson 2004). In a dynamic environment, the source of stress is also ever changing. So, the sources of stress cannot be related to physical, mental or emotional factor. Any thought that creates a negative reaction is always dangerous and can be considered as a source of stress (Manshor 2000). So, the entrepreneurs have to understand and manage the ambiguity, conflict and overload of their role so that they would be able to manage their venture in a less stressful way (Parker 2006).

IV. OBJECTIVES OF THE STUDY

1. To study the demographic profile of the restaurateurs.
2. To examine the factors that cause stress among the restaurateurs.
3. To understand the coping mechanism of stress among the restaurateurs.
4. To provide some valuable suggestions to the restaurateurs of Bangalore city to handle stress and run their business.

V. METHODOLOGY

The current study is based on both primary and secondary data. The primary data were collected through questionnaires. A sample size of 100 restaurateurs of Bangalore city was considered for the study by using purposive sampling method to test the stress. Only a specific category of entrepreneurs i.e., restaurateurs of Bangalore city were focused for the study so the above methodology is followed. An analysis of the study was

carried out using tools like percentage analysis and weighted average method. Secondary data were collected through books, journals, website and newspapers to collect the theoretical background of the study.

VI. ANALYSIS

Percentage Analysis

The following table depicts the demographic profile of sample respondents.

Table 1: Demographic Profile

S.No	Demographic Profile	Category	Percentage
1	Age	Below 25	29
		25 to 50	48
		Above 50	23
		Total	100
2	Gender	Male	81
		Female	19
		Total	100
3	No. of employees	Below 20 employees	81
		20 to 40 employees	12
		Above 40 employees	7
		Total	100
4	No. of years into business	Lesser than 5 years	48
		5 to 10 years	29
		More than 10 years	23
		Total	100
5	Educational background	Illiterate	4
		School	13
		Diploma	27
		College/ Professional	56
		Total	100
6	Family size	1 to 2 members	9
		3 to 4 members	72
		Above 4 members	19
		Total	100
7	Work experience prior to starting the venture	Yes	17
		No	83
		Total	100
8	Annual business turnover	Below Rs5,00,000	11
		Between Rs5,00,001/-to 10,00,000/-	14
		Above Rs10,00,000/-	75
		Total	100
9	Frequency of stress	Never	2
		Occasionally	5
		Frequently	20
		Always	73
		Total	100

Source: Primary data

The percentage analysis of the demographic profile of the respondents shows that a majority of the respondents (48%) are 25-50 years old, 81% of them male, a majority of them (81%) employ below 20 employees in their restaurant, 48% have less than 5 years of experience, 56% have completed their degree course, 72% have 3 to 4

members in their family, 83% have no previous experience before starting the venture, 75% have an annual turnover of 10,00,000 or more and 73% face frequent stress.

Weighted average on the priority given by the respondents on their coping mechanism of stress

The following table shows the priority of the respondents on their coping mechanism of stress faced by the respondents

Table 2: Priority of the respondent on coping mechanism of stress

S.No		SA	A	N	D	SDA			Mean Score	Rank
		5	4	3	2	1				
1	Staying cool and refusing to be rushed into anything.	28	33	19	13	7	100			
		140	132	57	26	7		362	3.62	2
2	Expressing and discussing my feelings with others.	19	28	3	29	21	100			
		95	112	9	58	21		295	2.95	5
3	Trying to keep my emotions under control.	23	40	14	17	6	100			
		115	160	42	34	6		357	3.57	3
4	Diverting the thinking (by doing something for fun).	32	42	10	13	3	100			
		160	168	30	26	3		387	3.87	1
5	Trying to keep fit through exercise regularly.	22	24	23	21	10	100			
		110	96	69	42	10		327	3.27	4

Source: Primary data

The Weighted average on the priority given by the respondents on their coping mechanism of stress are in this order namely Diverting the thinking (by doing something for fun), Staying cool and refusing to be rushed into anything, Trying to keep my emotions under control, Trying to keep fit through exercise regularly and Expressing and discussing my feelings with others.

VII. LIMITATIONS OF THE STUDY

The current study was carried out only in Bangalore city. The study is based on only the primary data collected from the restaurateurs of Bangalore city. Being a field level survey, the drawbacks are very much applicable. The data and information were collected from the restaurateurs are subjected to bias as the data was collected during the peak hours of business.

VIII. FINDINGS OF THE STUDY

The percentage analysis is carried out to understand the demographic profile of the respondents. The findings of the same show that the majority of respondents are 25-50 years old, most of them are male who have below 20 employees working in their restaurant. They have been running the business for lesser than 5 years and have completed their college/professional course. They have 3 to 4 members in their family. The respondents do not have

any prior work experience before starting the business. They earn an annual turnover of above Rs.10, 00,000. While considering weighted average the rank for the coping mechanisms to stress diverting the thinking (by doing something fun) is ranked the highest and expressing and discussing my feelings with others is scored the least.

IX. SUGGESTIONS

Being an unorganized industry, hotel industry has to maintain efficient and trust worthy manpower to be stable in the market. It deals with perishable goods and has to be always on its toes to avoid loss. This business is similar to weather forecasting where there may or may not be a flow of customers. It is with that mere probability that the production goes on. So, the restaurateurs should be strong enough to handle the stress which is the outcome of the nature of the business. The stress faced by the entrepreneurs can be divided into the following categories:

Coping with acute stress

Acute stress arises due to an argument with the stakeholders of the business. Simple breathing techniques and meditation help to handle it. Diverting the thinking also makes a great difference.

Coping with chronic stress

The everyday stress of our life leads to chronic stress. This type of stress needs extra care as it can lead to health issues like depression, anxiety, cardiovascular disease and gastro intestinal disease. Only long term habits like exercising, following clean eating habits, maintaining a good relationship and listening to music at the time of stress can help in relieving chronic stress.

Coping with emotional stress

Restaurateurs are also part of a family. Here if they aren't able to maintain a work life balance, family life might topple eventually affecting the business. Talking to a friend or a therapist and writing to a journal can help in getting out of the stress.

Handling stress due to loss in business

A good network with the members of the association and with the competitive brands probably eliminates stress. This can be satisfactory to most of restaurateurs, if they get to know that all of them are sailing in the same boat.

Every day is a problem for the restaurateurs and they need to be ready to face the hardships.

X. CONCLUSION

Restaurateurs need to tackle all the factors to manage stress. As in this particular study, it is found that responsibilities and values lead to an increase in stress; they should also understand that pressurizing the employees would lead to a negative effect in the business which in turn leads to personal stress. Expecting too much from the employees with limited overall infrastructure and employees holding limited skill sets would also cause stress. So, the restaurateurs should work in a less stressful environment to achieve success in business.

XI. FURTHER SCOPE OF STUDY

This study was carried out to examine the stress faced by the restaurateurs of the Bangalore city and their coping mechanism of stress. A further study could explore problems like innovation in marketing, service training to the staff and its effective as well as technological improvement in the business.

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