

A Study On Stress Health Management Of Airhostesses In Services Marketing Of Private And Public Airlines

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ABSTRACT

The present study was conducted to find out the relation between Personality Pattern, Job Perception as antecedents of perceived Organizational Role Stress of Airhostesses of Private and Public Airlines, the predictive value of Personality Pattern, Job Perception as antecedents of perceived ORS, and also the relative importance of Job Perception and Personality Pattern to predict Role Stress. A sample of 100 Airhostesses were selected from both Public and Private Sector Airlines. A scale developed by the authors was used to measure Job Perception. Personality Pattern was measured by using a scale developed by Strauss. ORS scale (Udai Pareek, 1996) was also used. Eight hypotheses were drawn in the above study. Mean, S.D., Correlation, Correlated t, Regression Analysis, Multiple Regression was done to test the hypotheses.

'Tender' like an Airhostess, the profession of an Airhostess is also very young. She is young, her head in the clouds – she desires to eat, sleep and work on the seventh heaven – the sky is her limit, money is her target – this was, till recently, the general perception of an Airhostess.

Infact, there is dearth of studies on Airhostess – her job perception, personality pattern, and above all, her stress amongst the causes of stress, a person related causes of stress which have been given less attention include personality pattern. There are a variety of unpredictable situations in the profession of airhostess, such as bad weather, delay, handling rage of passengers due to inconvenience, hijacking which calls for coping behaviour which depends on their personality pattern.

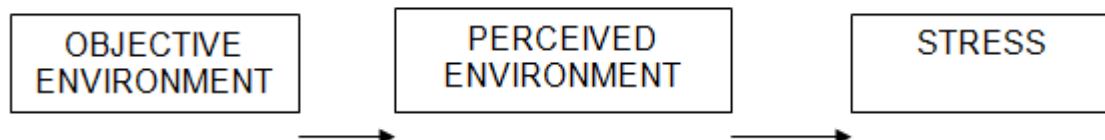
Key Words: Stress, Airlines, Airhostess, Services Marketing etc.,

INTRODUCTION:

Organizational stress may be defined as a condition arising from the interaction of people and their jobs and characterised by changes within people that force them to deviate from normal functions.

Organizational factors like task demands, Role demands, interpersonal demands, organizational structure, organizations life cycle may give rise to, organizational stress which may give rise to physiological, psychological and behavioral symptoms and productivity in long run will suffer.

Though objective Job Profile is same for all airhostesses, the perceived job may differ from individual to individual. This perceived job may affect the psychological state of airhostesses and may act as a precursor of stress.



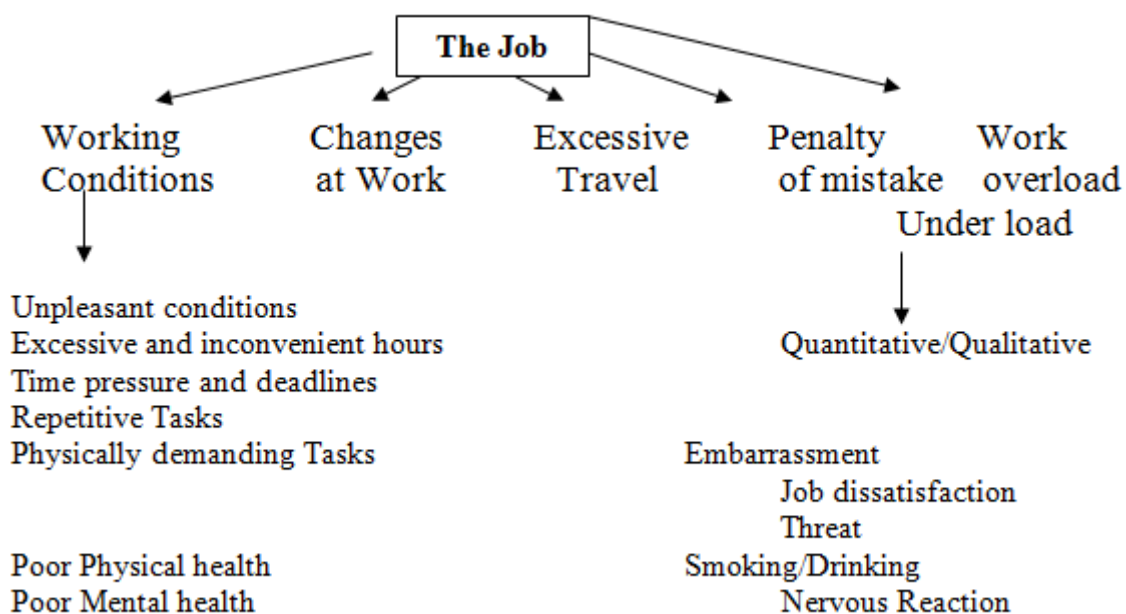
As a pilot and cabin crews play important role in a commercial flight related to safety and security of the passengers, time-bound flight and smooth take-off and landing of the craft, so an airhostess and her team play another important role related to providing quality services to the passengers to overcome monotony during flying hours and a warm hospitality, as a substitute of home comforts of daily routine life of the passengers on board. In spite of enjoying a decent norm of Herzberg's 'hygiene factor' some of them fail to overcome their role stress and become affected by the negative effect of accumulated unresolved stress – which stresses hard on their steady growth of career effectivity.

Assuming that Herzberg's 'motivation factor' is responsible for the arousal of that negative effect, the present study has planned to probe in the personality traits and job perception as the antecedents of their role stress, in the light of certain research hypothesis stated below.

It study conducted by Singh (2001) on the domains of emotional intelligence of airhostess titled "Applying Emotional Intelligence in Organizations" revealed that airhostesses scoring high on EQ suffered from less role stress.

A study conducted by Caldwell (2002) on "the Big Five Personality traits and their correlation with the job of Airhostesses" studies revealed that the big five personality traits provide the perfect fit between individual and his job and its relation with stress. A study conducted by Woodman (2002) on "Job Perception of Airhostesses" studies revealed the relationship between job perception and role stress.

Job Profile of Airhostess



Hypothesis:-

1. There will be significant relation between Personality Traits and Role stress of airhostesses.
2. There will be significant relation between Job Perception and Role Stress of airhostesses in Private sectors.
3. There will be significant relation between Job Perception and Role Stress of airhostesses in Public sectors.
4. The extent of correlation between Job Perception and Role Stress of airhostesses in Public and Private sectors will be significantly different.
5. There is significant difference in the Job Perception between the airhostesses employed in Public and Private sectors.
6. There is significant difference in Personality Traits between the airhostesses employed in Public and Private sectors.

7. Personality Traits and job perception significantly predicts role stress of airhostesses.
8. There is a relative importance of emotional intelligence, personality traits and job perception in significantly predicting role stress of airhostesses.

Sample : For the present study a representative sample of 100 airhostesses (50 public sector, 50 private sector) had been incidentally selected of age limit (20 yrs. and above), educational qualification (minimum graduate in any discipline), marital status (single/married), experience at least 5 years. Different public sectors include Ethiopian Airlines, Air India, private sectors include Jet Airways, Air Asia Airlines.

Tools : Job perception scale constructed by the author was used. It contains 35 items closely related to the job of airhostess.

The “Big Five” personality trait questionnaire (Strauss et al, 1999) was developed; Organisational Role Stress Scale (Udai Pareek, 1993) was used.

Result and Discussion:-

Table – I

Mean and SD scores of air hostesses on job perception and role stress in private and public sector.

Factors	Sectors	Job Perception
Mean	Private	144.4
	Public	167.96
S.D.	Private	3.40
	Public	1.95
Factors	Sectors	Role Stress
Mean	Private	66.64
	Public	40.48
SD	Private	1.66
	Public	2.28

From Table – I it is depicted that in case of public sectors, the mean score are higher on domains of Job Perception as compared to private sectors. In case of Private sectors the mean scores of airhostesses are higher on role stress compared to public sector al rhostess

Table – II

Mean and SD scores on domains of personality pattern in private and public sectors.

Factors	Sectors	Extraversion (EX)	Emotional Stability (ES)	Agreeableness (AG)	Openness to Experience (OE)	Conscientiousness (C)
Mean	Private	5.40	5.01	6.32	5.40	5.56
	Public	5.24	5.04	5.80	5.12	5.60
SD	Private	1.44	1.55	1.93	1.70	1.50
	Public	1.42	1.33	1.71	2.31	1.75

From Table – II it is depicted that in case of private sectors the mean score are higher on domains of Extraversion, Agreeableness, and openness to experience as compared to public sectors, in case of public sectors the mean scores are higher on domains of Emotional Stability and Conscientiousness.

Table – III :

Correlation Coefficient between job perception, personality pattern with role stress of airhostesses.

Domains	Correlation
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		(r)
a) Job perception and role stress	Sector	
	Private	+ 0.450**
	Public	+ 0.350**
b) Personality Pattern and role stress		
	a) Extraversion & role stress	- 0.352**
	b) Emotional stability and Role Stress	- 0.328**
	c) Agreeableness and Role Stress	- 0.352**
	d) Openness to Experience and Role Stress	- 0.293**
	e) Conscientiousness and Role Stress	+ 0.258**

df = 50 (Job Perception)

Level of significance

0.01** degrees of freedom of personality = 98

Table – III depicts the correlation coefficient between personality patterns, with Role Stress of airhostesses, which are found to be highly correlated. It also depicts the correlation coefficient between job perceptions with Role Stress of airhostesses, which is also found to be highly correlated.

Table – IV:

Significance of difference between two correlation values of Private and Public sector Airhostesses in job perception.

Domain – Job Perception		
Sector	Correlation	Critical Ratio (CR)
Private	+ 0.450	1.23*
Public	+ 0.350	

Insignificant at 0.05 level

Table – IV depicts that there is no significant difference in the extent of correlation between job perception and role stress of airhostesses in private and public sectors.

Table – V:

Significance of Difference between Mean Scores on, Job Perception, Role Stress of Private and Public sector airhostesses.

Variables	Mean Difference	't' ratio
Job Perception	23.56	2.72**
Role Stress	26.16	2.83**

Level of significance

'+' values significant at 0.01** level

df =49

Table – V depicts that there is significant difference in the nature of job perception and role stress between the airhostesses engaged in private and public sectors.

Table – VI :

Significance of Difference between Mean Scores on Personality Pattern of Private and Public sector airhostesses

Variable	Mean Difference	't' ratio
Personality Pattern		
a) Extraversion	0.16	2.05*
b) Emotional Stability	0.03	0.87*
c) Agreeableness	0.52	2.20*
d) Openness	0.28	2.08*
e) Conscientiousness	0.04	0.88

Level of significance
At 0.05* df = 49

Table – VI depicts that on domains of emotional stability and conscientiousness there is no significant difference between the airhostesses engaged in private and public sectors and on domains of extraversion, Agreeableness and openness to experience there is significant difference between the airhostesses engaged in Private and public sectors.

Table – VII:

Variable as predictors of Role Stress of airhostesses

Effect	Coefficient	Probability
Constant	24.453	0.000
● Job Perception	0.254	0.000
● Personality Pattern	0.515	0.000

Table – VII depicts that personality pattern and job perception significantly predicts role stress of airhostesses.

Table – VIII:

Relative importance of the variables in predicting role stress of airhostesses

Variable in order Importance	Coefficient	R ²	Probability
Constant	24.453		0.000
● Personality Traits	0.515	0.340	0.000
● Job Perception	0.254	0.333	0.000

$$X^{\wedge}_1 = 24.453 + 0.515 PP + 0.254 JP$$

X[^]₁ = Predicted Role Stress

Table VIII – depicts that personality pattern is the most important variable in predicting role stress of airhostesses. The next important variable is job perception in predicting role stress of airhostesses.

Conclusion:-

From the above findings it is revealed that there is a relationship in between Personality Pattern with Role Stress. It was found to have inverse relations on four of the Big traits like Extraversion, Emotional Stability, Agreeableness, and Openness to Experience. It is further found that predictive value of 'P' in resulting Role Stress is very high and its relative importance to predict stress ranks 1 among the variables considered here. This profession of airhostesses demands such traits of personality

to be successful in job. These traits are highly correlated with the nature of the job of an airhostess. High Personality Traits (first four) are found, here, to have influences in developing positive Job Perception of the informants, due to the fact that they resist or control the level of Role Stress to remain within the limits of toleration and coping with. Both of the independent variables are exert their influence jointly, almost with equal weight.

In the present study, a relation between Job Perception and Role Stress have been found Job Perception and Role Stress is correlated in positive direction. Moreover its predictive value is much higher and its ranks second in relative importance amongst the other variables considered here. The reason may be that respondents like this job to such an extent that although there is high job stress but they accepted it as a part of their job. They general prefer to confront with the stress rather than to be bogged down by its pressure. Further they might have a strong coping mechanism by which they combat stress. It is further revealed from the difference of perception of Job Perception between airhostesses of private and public sector airlines that airhostesses of public sector airline perceive their job more positively as compared to airhostesses of private sector airlines. It therefore justifies further that in spite of their perception of high role stress they are expected to have less strain and other consequences due to their positive perception of the job itself which in turn is one of their coping strategies through positive cognitive appraisal.

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