

Reasons of occupational stress in convenience store

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■ **ABSTRACT** : Convenience stores in India is credited to the India Economic Reforms in July 1991. Convenience stores in India are still at a nascent stage but are headed for stupendous growth in the near future. The central government has ultimately realized the need to open up the India retail sector. The concept of "convenience stores" has changed in definition over time. Originally, convenience implied that something was functional, easy to use and labour saving. In modern times, the concept of convenience also began to imply the ability to control time. Convenience stores can be considered an embodiment of modern connotations of convenience. This study was carried out to study the reasons of occupational stress. This study was conducted on 120 respondents (90 male 30 female) who were selected purposively by random sampling of different convenience stores, Easy day, Spencer, Big Bazar, Vishal Magabat in Lucknow city. Statistical analysis was done by t-test square analysis.

■ **KEY WORDS** : Reasons, Occupational stress, Convenience store

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