



ISSN: 2249-894X
 IMPACT FACTOR : 5.7631 (UIF)
 UGC APPROVED JOURNAL NO. 48514
 VOLUME - 8 | ISSUE - 8 | MAY - 2019

EFFECT OF HYPNOSIS PRACTICE ON STRESS MANAGEMENT AMONG THE ENTREPRENEURS

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ABSTRACT:

To achieve the purpose of this study, 48 entrepreneurs (24 from the age of 40 and below and 24 from the age of above 40) were selected as subjects at random. The selected subjects were divided into two experimental groups and a control group with sixteen subjects in each (n=16). Experimental group I underwent hypnosis weekend training (HWETG), Group II underwent hypnosis weekday training

(HWDTG) and Group III served as a control group (CG) for the training period of 12 weeks. Subjects of the three groups (CBTG, JRTG & CG) were tested on perceived stress prior to and after the 12 weeks of the training period. The data pertaining to the variables in this study were statistically examined by using two-way analysis of covariance (ANCOVA), whenever 'F' ratio of the adjusted post-test was found to be significant, the Scheffe's test was used as a post-hoc test to determine the paired mean differences. The study was confirmed that the hypnosis practice made an effect for decreasing the stress for the entrepreneurs whereas, the age factor of the subjects was not affected. The study also reveals that hypnosis weekday training is better training than hypnosis weekend training for decreasing the perceived stress among entrepreneurs. The study suggested that the government and district industry center have to take initiative to conduct the hypnosis practice program for entrepreneurs regularly to decrease the perceived stress so that the revenue of the district and nation will increase because of such entrepreneurs.

KEYWORDS: Entrepreneurs; Hypnosis; Stress.

INTRODUCTION

Stress is often the result of high levels of activity over a sustained period of time. One feels pushed to the brink. Entrepreneurs feel overwhelmed and anxious because they are constantly engaged. To maintain mental and physical health and be successful over the long term, it's crucial to find ways of

keeping stress from taking hold. Every entrepreneur gets a bucket of stress, but they handle it differently. Stress as a motivational tool, dealing quickly with business issues to alleviate stress in his life (the most stressful issues got addressed first, which likely isn't a great prioritization strategy). Others find creative ways of dealing with stress. Stress has killed a few folks along the way (Mandy Bass, n.d.). Stress comes from many places,

both inside the company and from beyond the office walls. Stress from one source can leak into the other. Too many entrepreneurs bring their business stress home with them, which has a bad influence on their marriage, children and overall quality of life. Likewise, bringing family and social stress into the workplace creates barriers to getting good work done and reaching the business goals. The business itself offers more than enough potential

stress points. Partners, co-founders, board members, investors, customers, suppliers, competitors, government agencies, even macroeconomic fluctuations can defocus a leader. The bad news is that none of these stressors are escapable – they will hunt you down (Elaine Ryan, n.d.).

Hypnosis is perhaps one of the least understood therapeutic tools in use and it can be a valuable tool in helping people overcome fears, withstand pain, or improve their ability to manage stress in their lives. Hypnosis can be used for stress management in two ways. First, one can use hypnosis to get into a deeply relaxed state, fighting tension and triggering the relaxation response. This will help to prevent health problems due to chronic stress. Next, hypnosis can also help to achieve various healthy lifestyle changes that can reduce the amount of stress that encounter in life. The process of hypnosis involves entering a trance, or a deeply relaxed, but focused state (like that of daydreaming or meditation), and making suggestions for your subconscious mind to accept (Elizabeth Scott, 2018).

Hypnosis is an extremely versatile tool that can be used for everything from simple relaxation to pain management in childbirth. It's easy to do, can be quite inexpensive, and the results are lasting. There are almost no potential negative side effects, and it can give multiple benefits at the same time. Rarely, upsetting information can come up from the subconscious mind and can be discussed and processed in therapy (Hypnosis Training Academy, 2015).

Stress management is not just a matter of relaxation, although knowing how to relax can certainly help. Nor is it a matter of aiming to have no stress at all. Stress is essential. If one didn't have any, ever, one would never grow, never develop, never learn anything new, never change and probably die of boredom. But too much strain and tension in life can be pretty damaging too, leading to exhaustion, anxiety, depression and physical illness. The stress management hypnosis will provide one with a complete 'toolkit' for dealing with the pressures of life - both the avoidable and the unavoidable (Mark and Utah, n.d.).

STATEMENT OF THE PROBLEM

Entrepreneurs have some of the most stressful jobs. They must grapple with uncertainty and being personally responsible (and liable) for any decision they make. They have the longest working hours of any occupational group. And they have to rapidly develop expertise across all areas of management from finance, marketing, procurement and operations to human resource management in the process of starting and managing their business. Yet despite all this, research finds that entrepreneurs are not happier and seemingly not healthier than people in other jobs due to the perceived stress in their business and home (Ute Stephan, 2018). Therefore, this research attempts to examine the effect of hypnosis practice on stress management among entrepreneurs.

RESEARCH METHODOLOGY

To achieve the purpose of this study, 48 entrepreneurs (24 from the age of 40 and below and 24 from the age of above 40) were selected as subjects at random from Vickramasingapuram which is the biggest business center near the tourist center of papanasam in Tamilnadu. The selected subjects were divided into two experimental groups and a control group with sixteen subjects in each ($n = 16$). Experimental group I underwent hypnosis weekend training (HWETG), Group II underwent hypnosis weekday training (HWDTG) and Group III served as a control group (CG) for the training period of 12 weeks. Subjects of the three groups (CBTG, JRTG & CG) were tested on perceived stress prior to and after the 12 weeks of the training period. The data pertaining to the variables in this study were statistically examined by using two-way analysis of covariance (ANCOVA), whenever 'F' ratio of the adjusted post-test was found to be significant, the Scheffe's test was used as a post-hoc test to determine the paired mean differences. Prior to that paired sample t-test was performed to find out the significant effect of training programs on the selected variable. The primary data collected were analyzed by using Statistical Package for Social Sciences (SPSS 25). The level of significance was fixed at 0.05.

ANALYSIS AND RESEARCH FINDINGS

The Paired-Sample *t*-test of the data obtained for perceived stress of pre and post intervention of hypnosis weekend training (HWETG), hypnosis weekday training (HWDTG) and control (CG) groups have been presented in table 1.

Table 1
PAIRED-SAMPLES T TEST OF DATA ON PERCEIVED STRESS AMONG HYPNOSIS WEEKEND TRAINING, HYPNOSIS WEEKDAY TRAINING AND CONTROL GROUPS

Experimental Groups	Mean		Mean Difference	df	S E	t	Sig.
	Pre Intervention	Post Intervention					
HWETG	32.06	19.19	12.87	15	1.4	8.65	.000**
HWDTG	30.19	10.38	19.81	15	1.6	13.64	.000**
CG	29.93	29.19	.75	15	.27	2.82	.073

* Significant at 0.05 level

The table 1 shows that there was a statistically significant difference between means of pre-intervention and post-intervention of HWETG and HWDTG on perceived stress at the significance level of 0.05. There was a statistically no significant difference between means of pre-intervention and post-intervention of CG on perceived stress at the significance level of 0.05. The hypnosis weekend training elicited a statistically significant decrease in perceived stress of 12.87 ± 1.4 stress index, $t(15) = 8.65$, $p < .05$. The hypnosis weekday training elicited a statistically significant decrease in perceived stress of 19.81 ± 1.6 stress index, $t(15) = 13.64$, $p < .05$. The result of the paired sample *t*-test indicates that the stress of the entrepreneurs decreased significantly due to the training of hypnosis weekend training and hypnosis weekday training.

The effects of the training (Hypnosis Week End Training HWETG, Hypnosis Week Days Training HWDTG and Control Group CG) and the age categories (40 and Below & Above 40) on perceived stress were analyzed using the two-way ANCOVA analysis. The two-way analysis of covariance of the data obtained for perceived stress of pre and post-test of the experimental groups (HWETG, HWDTG, and CG) and the age categories (40 and Below & Above 40) of entrepreneurs have been presented in table 2.

Table 2
TWO-WAY ANCOVA SUMMARY TABLE FOR THE DEPENDENT VARIABLE OF PERCEIVED STRESS

Source	SS	df	MS	F	Sig.	Partial Squared (η^2)	Eta
Pre Test (covariate)	155.95	1	155.95	8.28	.006*	.168	
Experimental Groups (adjusted)	2880.76	2	1440.38	76.52	.000*	.789	
Age (adjusted)	1.254	1	1.254	.067	.798	.002	
Experimental Groups * Age (adjusted)	15.330	2	7.665	.407	.668	.019	
Residual	771.80	41	18.82				

* Significant at 0.05 level

The covariate is included in the analysis to control for the differences in the independent variable. The primary purpose of the test of the covariate is that it evaluates the relationship between the covariate and the dependent variable, controlling for the factor (Experimental groups and Age

categories). The results in Table 2 reveal that there was a significant relationship (effect) between the covariate and the dependent variable, $F(1, 41) = 8.28, p < .05$ with a small effect size ($\eta^2 = .168$).

The results in table 2 shows that after adjustment for pre-intervention of perceived stress, the interaction effect is not statistically significant, $F(2, 41) = .407, p = .668 > \alpha (.05)$, partial $\eta^2 = .019$. This insignificant interaction effect suggests that the age categories (40 and Below & Above 40) not respond differently to the training programs (HWETG, HWDTG, and CG) on perceived stress. After adjustment for pre-intervention of perceived stress, one of the main effect for experimental groups (HWETG, HWDTG and CG) is significant, $F(2, 41) = 76.52, p < .05$, with a large effect size ($\eta^2 = .789$). This significant effect indicates that among the experimental groups of hypnosis weekend training (HWETG), hypnosis weekday training (HWDTG) and control group (CG), one of the intervention groups is better effect than the other to decrease the perceived stress. After adjustment for pre-intervention of perceived stress, one of the main effect for age categories (40 and Below & Above 40) is not significant, $F(1,41) = .067, p = .798 > \alpha (.05)$, partial $\eta^2 = .002$. This insignificant effect indicates that there is no effective difference in perceived stress between the age categories of 40 and below & above 40 due to the interventions.

Since the main effect for experimental groups (HWETG, HWDTG, and CG) is significant, the follow-up test of Scheffe's Post hoc analysis is performed with a Bonferroni adjustment to find out which of the paired means of perceived stress had a significant difference and the results are presented in table 3.

Table 3
SCHEFFE'S TEST FOR DIFFERENCES OF THE ADJUSTED POST TEST PAIRED MEANS OF EXPERIMENTAL GROUPS IN PERCEIVED STRESS

Adjusted Post-test Paired Means			Mean Difference	Sig.
Hypnosis Weekend Training Group	Hypnosis Weekdays Training Group	Control Group		
18.62	10.61		8.01	.000*
18.62		29.53	10.91	.000*
	10.61	29.53	18.92	.000*

*Significant at 0.05 level

Table 3 shows that the adjusted post-test mean difference in perceived stress between hypnosis weekend training group (HWETG) and hypnosis weekday training group (HEDTG), hypnosis weekend training group (HWETG) and control group (CG) and between hypnosis weekday training group (HWDTG) and control group (CG) are 8.01, 10.91 and 18.92 respectively. It is concluded that there is a significant difference in perceived stress among the groups (HWETG, HEDTG, and CG). It indicates that HWETG and HEDTG have significant development to decrease the stress among the entrepreneurs when compared to the CG. However, hypnosis weekday training group ($M = 10.61$) is to be found better in decreasing the stress than hypnosis weekend training group ($M = 18.62$) and the control group ($M = 29.53$).

CONCLUSION

The study was conducted to find out the effect of hypnosis practice on stress management among entrepreneurs. The hypnosis practice was trained up to the entrepreneurs on the basis of training sessions such as weekend training and weekday training. The researchers measured the stress of the entrepreneurs before the training and the stress was high. After the training period again the researchers measured the stress of the entrepreneurs and the stress was moderate for weekend training groups, it was low for weekday training groups and it was no change for control groups. The study was confirmed that the hypnosis practice made an effect for decreasing the stress for the entrepreneurs whereas, the age factor of the subjects was not affected. The study also reveals that

hypnosis weekday training is better training than hypnosis weekend training for decreasing the perceived stress among entrepreneurs. The study suggested that the government and district industry center have to take initiative to conduct the hypnosis practice program for entrepreneurs regularly to decrease the perceived stress so that the revenue of the district and nation will increase because of such entrepreneurs.

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