



ASTUDY ON JOB STRESS AMONG THE SALES EXECUTIVES OF KANGROO IMPEX IN KARUR DISTRICT, TAMIL NADU

Dr.S.Karuppaiyan

Associate Professor

Dept.of Lifelong Learning

Bharathidasan University, Tiruchirappalli

INTRODUCTION

Modern life is full of hassles, deadlines, frustrations, and demands. For many people, stress is so commonplace that it has become a way of life. Stress isn't always bad. In small doses, it can help to perform under pressure and motivate the individual to do the best. But when constantly running in emergency mode, the mind and body pay the price. Most of us are not aware that job Stress in an increasing problem in Organization. According to Keith Davis (1994) almost any Job condition can cause stress depending upon the employee's reaction to it. There are number of conditions that frequently cause stress for employees' reaction to it. There are number of Conditions that frequently cause stress for employees.

Work over load, time dead lines, quality of supervision, role ambiguity, difference between work values and employee values, change type of work, Temporary lay off or transfer etc. by analyzing these factors in his job, the organization can work on the individual worker, its policies. Strategies, structure, Design, process and Working Conditions ensuring a Supportive Organizational climate for an individual to effectively cope up with Stress related problems as physical, psychological and behavioral reducing them and increase their efficiency on the job.

THE BACKGROUND OF STRESS

Hanselye (1956) recognized as a father of Stress. He discovered a phenomenon called general Syndrome, which has three stages namely alarm, resistance and Exhaustion. In alarm Stage the outside stressor mobilizes internal System of the body and when it continues, the body calls upon the needed organs or system to deal with stressor in the resistance stage. If the stressor persists over a long period the adoptive mechanisms may become drained and exhaustion sets in. When it happens there may be return to alarm stages and the cycle start with another system or organ and otherwise death occurs. This is the psychological approach to Stress by the classic gas mode.



EFFECTS OF JOB STRESS

Job Stress is the harmful physical and emotional response that occurs when there is a poor match between job demands and the capabilities, resources, or needs of the worker (NIOSH 1999). A variety of factors contribute to workplace stress such as negative workload, isolation, extensive hours worked, toxic work environments, lack of autonomy, difficult relationships among coworkers and management, management bullying, harassment and lack of opportunities or motivation to advancement in one’s skill level (Thomas, Colligan & Higgins 2006). The following table lists some of the common warning signs and symptoms of stress.

Cognitive Symptoms	Emotional Symptoms
Memory problems	Moodiness
Inability to concentrate	Irritability or short temper
Poor judgment	Agitation, inability to relax
Seeing only the negative	Feeling overwhelmed
Anxious or racing thoughts	Sense of loneliness and isolation
Constant worrying	Depression or general unhappiness
Physical Symptoms	Behavioral Symptoms
Aches and pains	Eating more or less
Diarrhea or constipation	Sleeping too much or too little
Nausea, dizziness	Isolating from others
Chest pain, rapid heartbeat	Procrastinating or neglecting responsibilities
Frequent colds	Using alcohol, cigarettes, or drugs to relax
	Nervous habits (e.g. nail biting, pacing)

Source: Helpguide.org.

RELATED STUDIES

Singh (1993) measured the level of stress among 50 newspaper industry employees who worked with video Display terminals and 50 employee who did not work with (DTS) an occupational stress index (OSI) and crucial fusion test (CFFT) were administered to settings. Result indicates that the level of stress was significantly high among the non-VDT users group when measured on the OSI (a subjective measured of stress) when settings were compared on the CFFT (an objective measure of stress) The VDT user group indicates significantly higher stress. The author discusses medicating factors to explain the discrepancy.

Doby victory (1995) Hypothesized that Job stresses that thee employed by reputation whit their supervisors and particularly likely to generate and anxiety symptoms that



carry over from work at home 30 refers primarily working accountants identified job stressors as high or low on threat to reputation, indecently for accountants rated their own to these stressors and their anxiety at work at home as predicated the high threat stressors were the most lively to generate home experience anxiety and work expensed anxiety saved as a key mediator campus misericordia (1995) studied stress and anxiety associated with working in a hospital emergency room.

Rajib Lochan Dhar and Manju Bhagat (2008) investigate a study on Job Stress, Coping Process and Intentions to Leave. The purpose of this study was to find out the causes of job stress amongst the employees, the ways adopted by them to cope up with it and their intention to leave employment in a sample of twenty six software professionals working in three different software companies. The sample included professionals working for full time, with varying demographic details. Qualitative methods were used to collect the data which included four focused group discussions and twenty six in-depth interviews. Hence, this study tries to bring readers attention to work related issues of the software professionals and the impact of it on them.

Anthony LaMontagne & Dr Tessa Keegel (2012) has reported a study on reducing stress in the workplace. This report presents a current snapshot on job stress concepts and measures, an overview of the evidence linking job stress to ill health, estimates of the size of the problem, the benefits of reducing job stress, a summary of the intervention research on ways to prevent and control job stress, an outline of international best practice in job stress intervention and resources for workplace stakeholders to support efforts to implement best practice.

Tracey Shea (2011) reports a study on workplace stress evaluation tools : a Snapshot review. This Snapshot Review is an investigation of workplace stress evaluation tools. The starting point for the review is an evaluation of the Stress Satisfaction Offset Score (SSOS), which is a four-item scale developed by Shain (1999) to enable individuals to assess the impact of workplace stressors on their health. The purpose of the review is to assess whether the SSOS is a suitable tool for inspectors to use to obtain a quick and valid initial indication of the presence of stress in a workplace. The results of this review reveal that the SSOS has not been validated to an acceptable level for use as a workplace stress evaluation tool.



METHODOLOGY

The aim of the present study is identifying the Job stress of the employees among the sales executives with special references to Kangaroo Impex at Karur District. It tries to objectively understand and identify the stressors in the workplace which help of the management to remove or to reduce them, thus ensuring increased efficiency and general well being of the employees. The research design adopted in this study is descriptive in nature. The descriptive study aims to portray accurately the characteristics of the sales executives and their level of occupational stress. The population of the study is composed of 328 sales executives of Kangaroo Impex. The researchers have adopted stratified proportionate simple random sampling method. The researchers selected all the even numbers from the employee register. Out of 328 sales executives in Kangaroo Impex, 100 sales executives were selected as the sample for the present study. The data was collected during the month the May 2012. The researcher used the questionnaire method for collecting the data from the employees for the present study. The questionnaire comprises the areas like socio economic profiles, job and its related stress. The self-prepared questionnaire by the researcher includes the dimension like individual, group and the organizational stresses. The data were analyzed through SPSS packages.

RESULTS AND DISCUSSION

The study shows that majorities (86 percent) of the respondents are male and 74 percent of the respondents are married. It also indicates that 80.5 percent of the respondents are living as nuclear family and a vast majority of the have the educational qualification up to under graduate. Further, 56.4 percent of the respondents are earning above Rs. 15000 and 61.6 percent of the respondents are in age group of 30 – 40 years. In addition to the personal profile 56.3 percent of the respondents are experienced with 5 – 10 years of experience.

Figure 1 indicates that 57.1 percent of the respondents have a high level of job stress and the remaining 42.9 percent of the respondents are in Low Level.

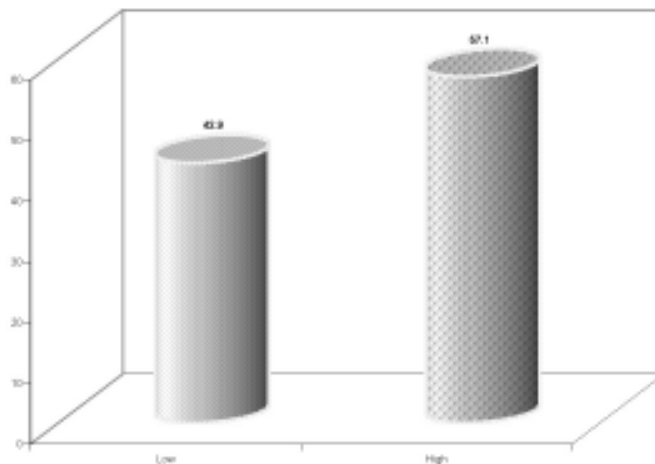


Figure 1 Distribution of the Respondents by their Level of Job Stress

The below Table 1 reflects that there is a significant difference between the marital status of the respondents and their over all level of job stress. It is inferred that marital status has influencing characteristics over the job stress. The mean score indicates high (160.75) on married employees when it has been compared with the unmarried employees. It shows the facts that the married employees due to their own decision latitude, low social support, high psychological demands, effort-reward imbalance and high job insecurity predicted common mental disorders to the married employees.

Table 1 –‘t’ Test between the Marital Status of the Respondents with regard to the Level of Job Stress

Overall JOB STRESS	Mean \bar{X}	S.D	S.E	Statistical Inference
Married (n : 74)	160.75	18.66012	4.66503	t = -11.697 P < 0.05 Significant
Unmarried (n : 26)	149.29	11.28026	1.93455	



Table 2 pictured that the mean score is high (157.58) on the employees who are experienced with below 5 years due to the fresh of joining and insufficient of experience. Normally the sales executives are assigned with the task oriented assignments, through that they are not in the position to fulfill the deputed duty and responsibilities in the stipulate time. Further the mean score (151.00) is reflects that the employees who are experienced with above 5 years may be due to their experience they are in the position to fulfill the assigned assignments. Hence, from the below table it could inferred that there is no significant difference between the experience of the respondents and their over all level of job stress.

Table 2 – Association between the Experiences of the Respondents with regard to the Level of Job Stress

Overall Job Stress on Experience	Df	SS	MS	Mean \bar{X}	Statistical Inference
Overall Between Groups	3	678.985	226.328	G1 = 157.58 G2 = 151.00 G3 = 149.29	F = 1.024 P > 0.05 Not Significant
Within Groups	96	10170.935	221.107	G4 = 149.12	

SUGGESTION

The Job Stress is a leading cause of chronic stress, managing the stressors the employees experience on the job can cut out significant levels of stress and lead to greater wellness and happiness. It's important to take steps to take care of oneself and one's body. The following strategies may be able to help the organization to stay healthy and potentially. The present study, having identified the level of stress perceived by the employee, therefore the suggested strategy is:

- a) Set realistic goals and limits.
- b) Organize Take stress, time management, or anger management classes.
- c) Find activities that they enjoy and set aside time to participate by them on a regular basis.
- d) Participate in regular physical exercise.



- e) Maintain a positive outlook.
- f) Set goals and break them into easily achievable tasks.
- g) Reward them for the good things that they do each day.

CONCLUSION

Stress is a complex concept. It involves an interaction between the demands of the environment and how an individual perceives their ability to cope with these. A person experiences stress when the perceived demands of the environment are greater than their perceived ability to cope with these. Undoubtedly stress is a modern day health risk. Our bodies are well adapted and have evolved to deal with short term physical threats but we are not well equipped to deal with the long term psychological stressors of modern life. There are many sources of stress in our lives but one well-researched source is the workplace. Our understanding of stressors and the stress response has led to a greater awareness of the dangers of stress and the development of both psychological and physical methods of managing stress. Employers and employees recognize the dangers and have implemented effective strategies with the help of occupational psychologists.

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