

**ESTABLISHMENT OF THE RELATIONSHIP BETWEEN
OCCUPATIONAL/ JOB STRESS AND OCCUPATIONAL
ANXIETY-A STUDY OF MARKETING MANAGERS OF
SELECTED INDIAN PRIVATE BANKS AT NAGPUR**

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ABSTRACT:

Management Facilitator Peter Drucker wrote “Marketing is the distinguishing unique function of the business.” In 1991, Marketing expert Regis Mckenna expressed a viewpoint in Harvard Business Review Article as –“Marketing is everything because the marketing encompasses all factors, that influence a company’s ability to deliver value to customers, it must be all pervasive part of everyone’s job description, from the receptionist to the Board Of Directors. Marketing Management encompasses wide varieties of functions and activities; such as Marketing Research and analysis, Marketing Strategies and Action Plan, Marketing Project Management, Process and Vendor Management, Organizational Management, Reporting, Measurement, Feedback and Control Systems etc. The nature, characteristics of Indian Business are changing drastically due to globalization and high degree of competitiveness. As Marketing is the live wire of any business organization, Marketing Managers / Personnel are under tremendous pressure as they are highly accountable for growth of top and bottom line (and consequences) of the business .The marketing managers must look for weak points in the positions of its competitors and then launch aggressive marketing attacks / suitable marketing strategy against those weak points - these are very crucial and calculative functions which consist of so many activities and as a result the marketing managers are under high job stress.

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Since the last decade, the banking industry had gone through drastic changes like policy changes due to globalization, privatization and liberalization, increased competition due to the entrance of more private sector banks, downsizing, introduction of new technologies, etc. Due to these changes, the employees in the banking sector are experiencing a high level of stress. The development of technological revolution in all spheres of life due to liberalization, privatization and globalization policies have totally changed conventional patterns in all industries including banking sectors and the banking sector has also got a face lift.

The present research study determines the 'Stress' and 'Anxiety' levels of Marketing Managers / Marketing Executives in relation to their Job/ Occupation, to find out whether they are at higher stress zone or not and accordingly, suggestion and recommendation can be put forward for the reduction of their occupational stress/ anxiety in all private banks.

KEY WORDS:-Occupational Stress; Marketing Managers; Accountability; Business Growth; High Competition; Occupational Anxiety.

INTRODUCTION:-

The nature, characteristics of Indian business scenario have been changing drastically due to globalization, liberalization, high degree of competitiveness, unique innovative marketing strategies etc. Marketing is the live wire of any business organization. The marketing managers contribute a lot to strengthen the business and they are highly responsible for the growth of the business of their organizations.

The present research study deals with the marketing managers of the refractory industries because at this field the competitions are extremely high. The marketing managers of private Indian banks face high degree of threats from their competitors and they are highly accountable for the growth and consequences of the business; so, they are under tremendous psychological pressure. Due to this, in most of the cases these managers become the victims of high stress related diseases e.g. high blood pressure, heart related problems etc. and for these reasons, their performance level and effectiveness decrease in some cases which affect the business adversely.

The research study is intended to determine the job stress and anxiety levels of these managers and to establish a relation between these two variables. After establishing the relationship, the managers, , can be put through different remedial procedure/ technique designed specifically by the specialists (e.g. doctors, psychologists, yoga experts etc.). This effort will definitely reduce or minimize the job stress level and anxiety level of the marketing managers and they will be able to be more focused, concentrated with increased efficiency and effectiveness and hence their performance level will be increased which in turn will enhance the growth of the banking business.

VARIABLES OF THIS RESEARCH STUDY:-

There are three variables for this research study.

- 1) Occupational Stress.
- 2) Occupational Anxiety.

The definitions of the two variables are as follows-

Occupational/Job Stress:-

It refers to the imbalance between demands and performance of work. When job pressure exceeds one's perceived ability to cope with the work, the work environment, leadership style etc., the person experiences stress. Job stress is the harmful physical and emotional responses that can happen when there is a conflict between the job demands on the employee and the amount of control he/she has over meeting these demands.

Occupational Anxiety:-

It is a psychological state which creates the feelings of apprehension, worries or fear of the managers regarding organizational situations and being evaluated by others. Very high degree of anxiety is often accompanied by physical sensations such as heart palpitations, nausea, chest pain, shortness of breath, headache, problems of eyes etc.

OBJECTIVES:-

The objective of this research study is to establish the relationship between the Occupational Stress and Occ. Anxiety levels of Marketing managers of private banking industries with a motive to improve their performance by designing different types of remedial techniques to increase their effectiveness, efficiency, concentration, performance level to contribute to the growth of the business which has a great prospect i

HYPOTHESES:-

1. Occupational Stress exists in the targeted bank employees. (Null Hypothesis Ho1)
2. Occupational Anxiety exists in the employees. (Null Hypothesis Ho2)
3. Occupational Stress & Occ. Anxiety are positively correlated. (Null Hypothesis Ho3).

DATA OBTAINED:-

The research study is based on the secondary data interpreted from the feedback of the samples.

METHODOLOGY:-

First of all permission was sought from the authorities of the targeted banks to involve the Marketing Managers for the study.

With prior appointment, the targeted marketing managers interviewed and given the questionnaire sheets for their feedback for determination of their 'Job Stress' and 'Occupational Anxiety' levels.

The 100 samples of the research study are the Marketing Executives of age between 25 to 35 years from the private banks (I.C.I.C.I. Bank, Axis Bank, INDUS IN Bank, H.D.F.C. Bank) in and around Nagpur drawn on the basis of random sampling. Their designations are Cluster Head, Manager, Assistant Manager, Customer Support Officer etc. Their feedback as the response of the questionnaire and interview were quantified by using Likert –Scale as data and these were analyzed and interpreted by using statistical techniques. The variables determined are level of

Work Life Imbalance, Occupational stress. The correlation of Work Life Imbalance with Job Stress were found out and interpreted. The tools adopted for the study are the test for significance or 't' test, coefficient of correlation between the variables by using Karl Pearson's Method.

RESULTS:-

The properly structured questionnaires on OCCUPATIONAL STRESS and OCCUPATIONAL ANXIETY were distributed to 100 employees and their feedback scores were converted to secondary data for calculation and interpretation.

1) TABLE FOR 't' TEST OF 'OCCUPATIONAL STRESS' SCORES.

CALCULATED SIGNIFICANCE TEST OR 't' TEST VALUE OBTAINED FROM THE CALCULATION	OBSERVED 't' TEST VALUE FROM THE DISTRIBUTION TABLE AT 25% SIGNIFICANCE LEVEL FROM SINGLE TAILED DISTRIBUTION TABLE.
0.5564	0.691

Observed t value is greater than calculated t value.

So, 'OCCUPATIONAL STRESS' is significant.

Hence the null hypothesis Ho1 is proved.

2) TABLE FOR 't' TEST OF 'OCCUPATIONAL ANXIETY' SCORES

CALCULATED SIGNIFICANCE TEST OR 't' TEST VALUE OBTAINED FROM THE	OBSERVED 't' TEST VALUE FROM THE DISTRIBUTION TABLE AT 25% SIGNIFICANCE LEVEL FROM

CALCULATION	SINGLE TAILED DISTRIBUTION TABLE.
0.26	0.691

Observed 't' value is greater than calculated 't' value.

So, 'OCCUPATIONAL ANXIETY' is significant.

Hence the null hypothesis Ho2 is proved.

3) TABLE FOR The Coefficient of Correlation 'r' by Karl Pearson's method on the basis of the scores of 'Occ. Stress' and 'Occupational Anxiety' of the research study.

WORK LIFE IMBALANCE SCORES FOR 16 SAMPLES. (SUMMATION OF 'X')	OCCUPATIONAL STRESS SCORES FOR 16 SAMPLES (SUMMATION OF 'Y')
723	586

'r' = 0.895 (i.e. 89.5%)

It is evident that, the correlation between Occupational Stress and Occupational Anxiety are very high and positive.

Hence the null hypothesis Ho3 is proved .

CHART OF % OF 5 number of SUB FACTORS OF 'OCC. STRESS' is shown below—

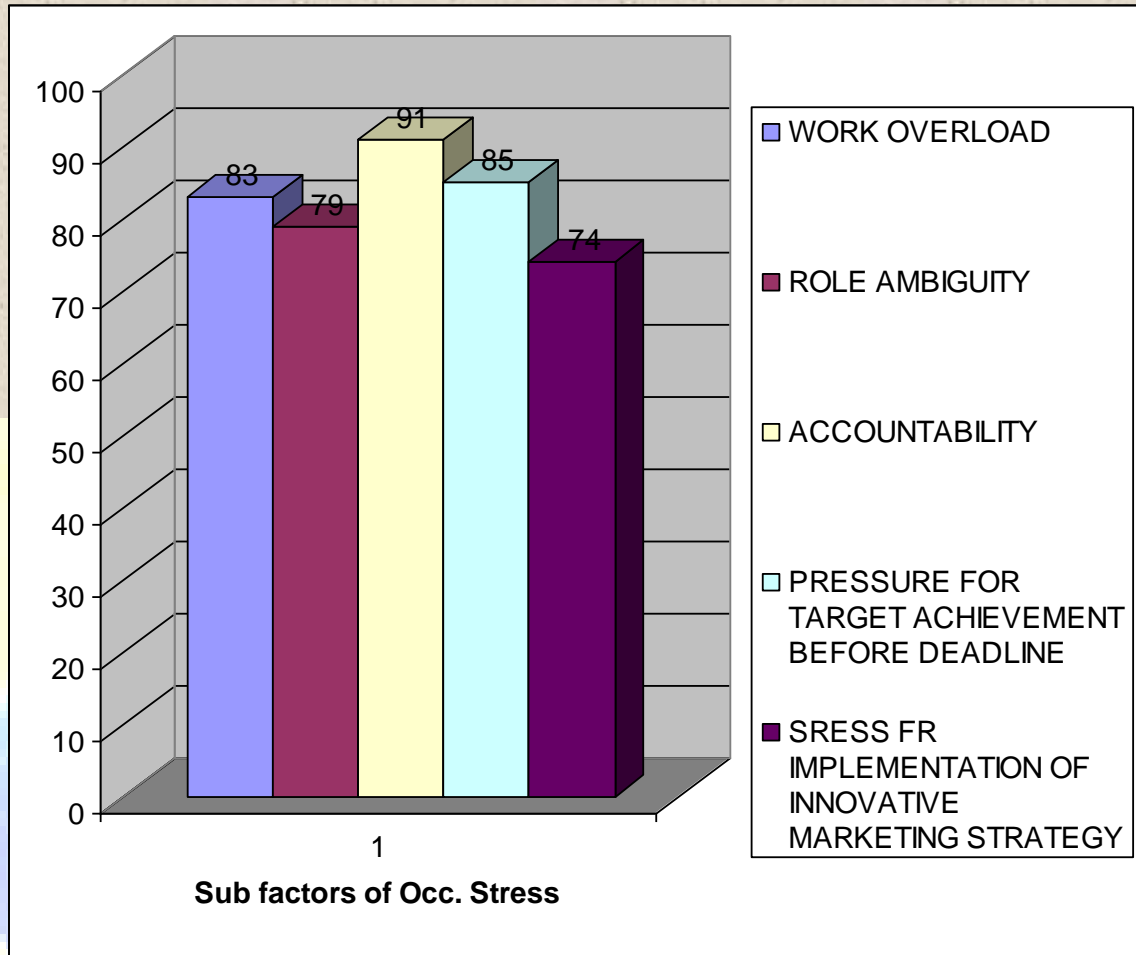
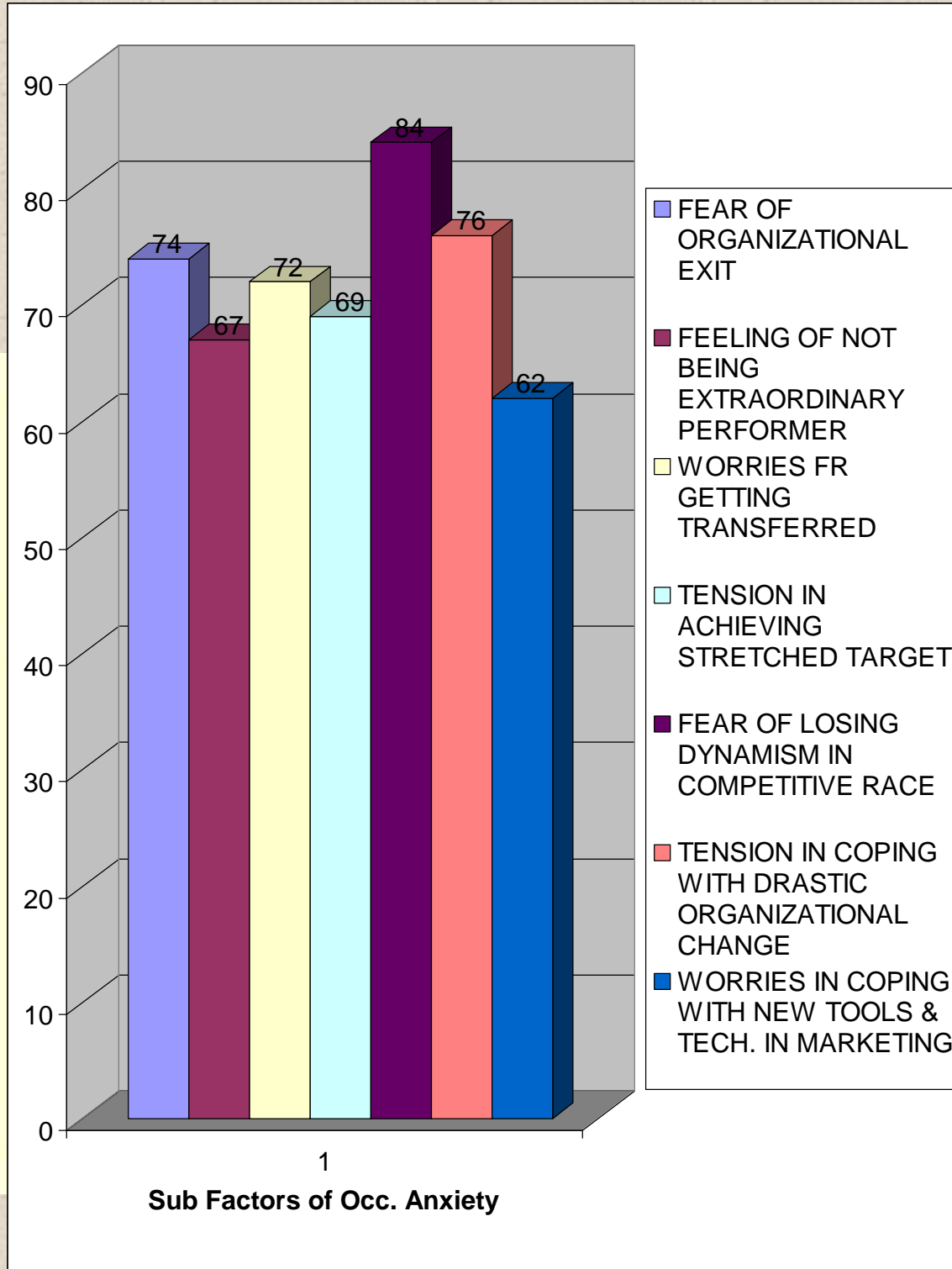


CHART OF % 7 number of SUB FACTORS OF 'OCC. ANXIETY' is shown below-

IJMRA



INTERPRETATION from the charts:-

For the targeted Managers--

‘Occupational Stress’ and ‘Occupational Anxiety’ are very much significant and all the sub factors of the two variables also have high percentage value –this further strengthens the inference from the calculations mentioned above.

These two variables are positively correlated and correlation between them is 89.5%.

LIMITATION OF THE RESEARCH STUDY:-

- 1) The study is based on the secondary data.
- 2) The sample size is small.
- 3) The place is only Nagpur(in and around).

DISCUSSION & CONCLUSION:-

From the research study and analysis of the obtained data it is clear that, the targeted executives’ job stress and occ. anxiety are obvious. Job stress is positively correlated to occupational anxiety. So it is evident that, if the job stress can be reduced, anxiety will be improved.

In this age of globalization and high degree of competition, it is very much understood that, job stress and anxiety must exist ; as there is no other alternative at the present scenario, the focus must be on some other factors as follows-

From the organizations’ end these can be like-

- (a) incorporation of yoga classes at the office at the employees’ break time, (b) arrangement of office clubs for recreation, (c) yearly once excursion with family at the cost of the companies,(d) focus should be given by the management so that, within the organizations superiors’ behaviour towards the subordinates and vice versa must not be strained, proper grievance redressal mechanism should be there, (e)regular health check up arrangements must be there for the

employees, (f)executives'(with family) total health check up package must be compulsory every year in reputed diagnostic centres, (g)job rotation, job restructuring must be done periodically,(h) working climate should be improved with time, (i) flexi time working can be incorporated.

. From the employees' ends-

(a)He/ She should cultivate the habit of being self- disciplined, meticulous, sensible, sensitive to the family members, (b) if there is any reason of his/ her problem or stress at the office, that can be communicated to the spouse for sharing, (c) regarding family matters/ problems regular discussion with spouse, children and parents must be there, (d) once/ twice in a year long term tour with the family should be compulsory.

Some trivial affairs like listening to good music, cultivation of hobbies, regular light physical exercise, practicing yoga, meditation, avoidance of excessive late night parties, mixing with good friends, avoidance of high consumption of alcohol, watching good movies sometimes , avoiding too much watching of television etc. can enhance the positivism of life and hence job stress and family related stress must be reduced which in turn improve work life balance of the employees.

From the overall discussion it can be concluded that the samples (selected corporate sector employees) of the research study have Occ. Anxiety because of occupational stress. If work/ occupational stress can be reduced, obviously Anxiety is supposed to be reduced, which will contribute to the employees' wellbeing and enhancement of their productivity; as a result the business growth will be increased which is highly beneficial to the organizations.

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