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Measuring job related stress and mental demands of work among marketing professionals

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Abstract

The main aim of the study was to know about the job related stress and mental demands among marketing professionals. Exploratory research design was followed. Sample size of 30 respondents from marketing background were selected by using purposive sampling technique. For both the job related stress and mental demands, standard scales were adopted to collect the data. Correlation was done to analyze the data. Results revealed that most of the respondents have job related stress at work which may be within group or between their group and other group. Respondents were facing mental demands like more concentration on work and more time was spent for work than family and other activities. Significant relationships were found between males and females with their mental demands, between educational qualification and job related stress. Females have high mental demands than males and people with high educational qualification were facing job related stress.

Keywords: Stress, job related stress, mental demands, marketing professionals and gender

Introduction

Stress is many times misunderstood and misinterpreted resulting into avoidable problems. It is therefore important to understand the stress well before thinking of managing it. The definition of stress has changed over the years. Initially it was considered as environmental pressure, then strain within the person. Stress is a psychological and physical state that results when the resources of the individual are not sufficient to cope with the demands and pressures of the situation. Thus, stress is more likely in some situations than others and in some individuals than others (Michi, 2002) [4].

Job stress is a condition that arises due to interaction of the people and their job and categorized by changes within people that make them to depart from their regular working (Beehr & Newman, 1978) [2].

Objectives of the study

1. To assess the job related stress among marketing professionals.
2. To know the mental demands of work that leads to stress in marketing professionals.

Methodology

Technical programme of work

A. Research design: Exploratory research design was followed

B. Sample size and location of the study

The total sample consists of 30 marketing professionals from 4 different pesticide companies (1. Syngenta India Ltd. 2. BASF India Ltd. 3. Corteva Agriscience 4. Bayer Crop Science Ltd.) from Bhadradri Kothagudem district in Telangana state were selected.

C. Sampling technique

Purposive sampling technique was selected as the study was designed especially for marketing professionals.

D. Variables used in the study

Independent variables used in the study: Gender and Educational qualification.

Dependent variables used in the study: Job related stress and mental demands

E. Data collection

An adapted questionnaire related to job related stress having 13 items with 5 point scale having strongly disagree, disagree, Neutral, Agree and Strongly Agree it was adopted from (Parker and Decotiis, 1983)^[7].

Mental demands having 4 items with 4 point scale having strongly agree, slightly agree, slightly disagree, strongly disagree scale was adopted from (NIOSH generic job stress questionnaire) and it was sent through Google form to collect data.

F. Statistical analysis

Frequency and percentage descriptive statistics were used to

analyze the Socio-demographic profile of the sample while Pearson’s correlation coefficient was used for comparison of data.

G. Hypothesis

H0₁: There will be no significant relationship between educational qualification and job related stress

H0₂: There will be no significant relationship between educational qualification and mental demands of work

H0₃: There will be no significant relationship between educational qualification and mental demands of work

H0₄: There will be no significant relationship between gender and mental demands at work

Results and Discussion

Results were presented under the following headings.

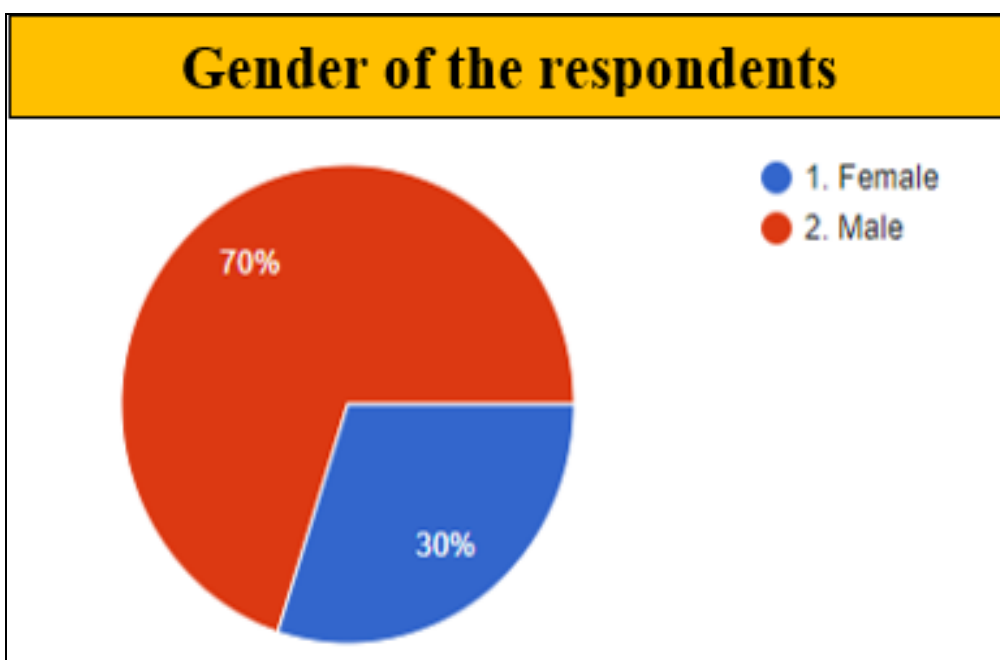


Fig 1: Distribution of gender

Regarding the gender of the sample, data revealed that 70% of the respondents were males and only 30% were females (Fig 1).

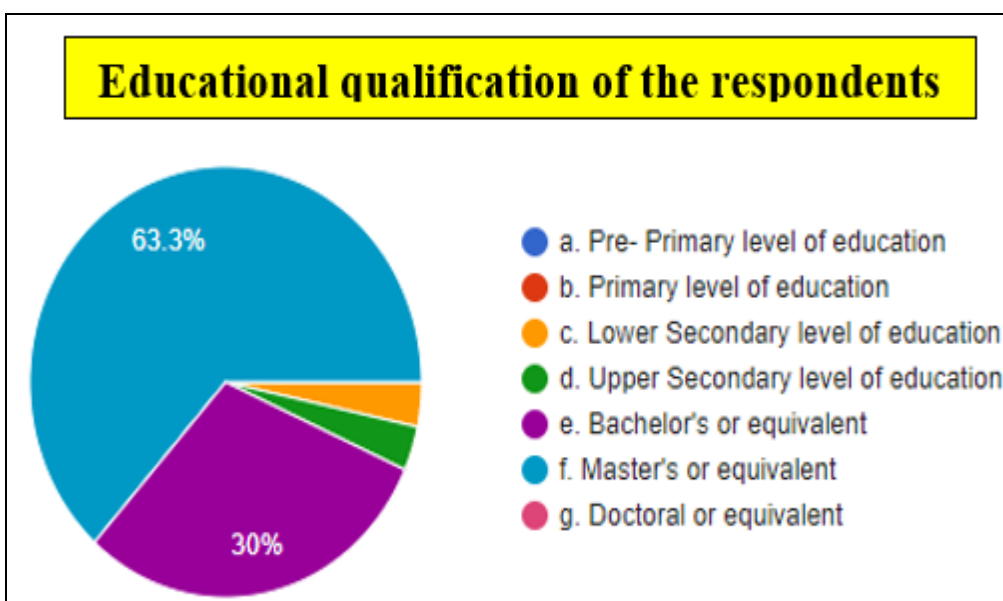


Fig 2: Distribution of educational qualification

The figure 2 shows that 63.3% of the respondent’s educational qualification was masters or equivalent and 30%

were bachelors or equivalent and 6.7% were having lower and upper secondary level of education.

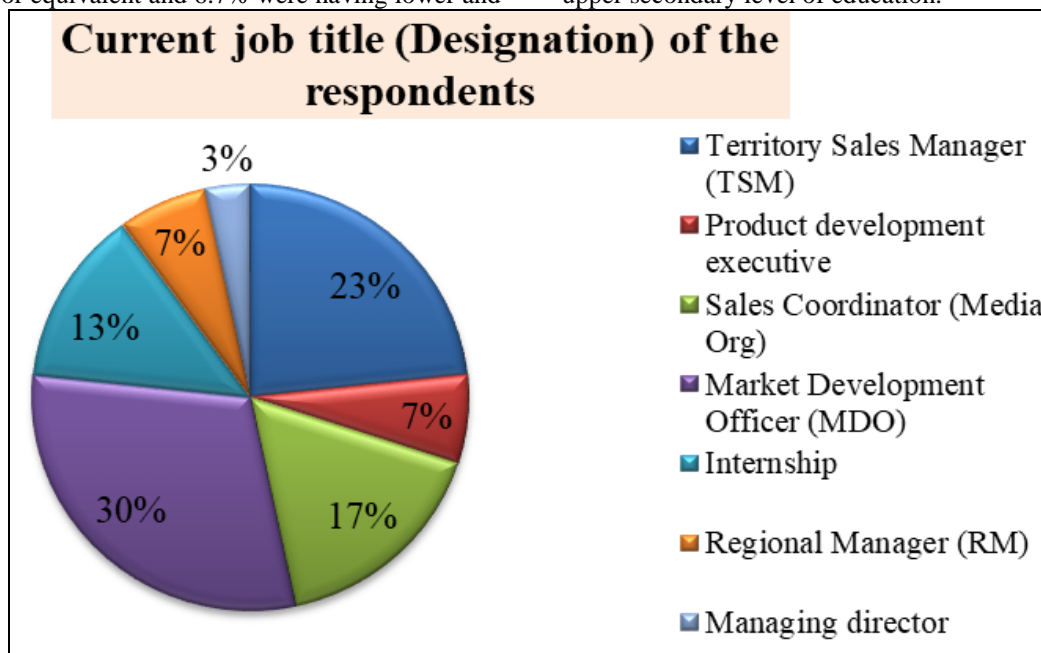


Fig 3: Distribution of job title (Designation)

It was observed that 30% of the respondents' job designation was Market Development Officer (MDO) and least 3% were Regional Managers (RM). Professions of other respondents

included Territory sales manager, sales coordinator, product development executive etc.

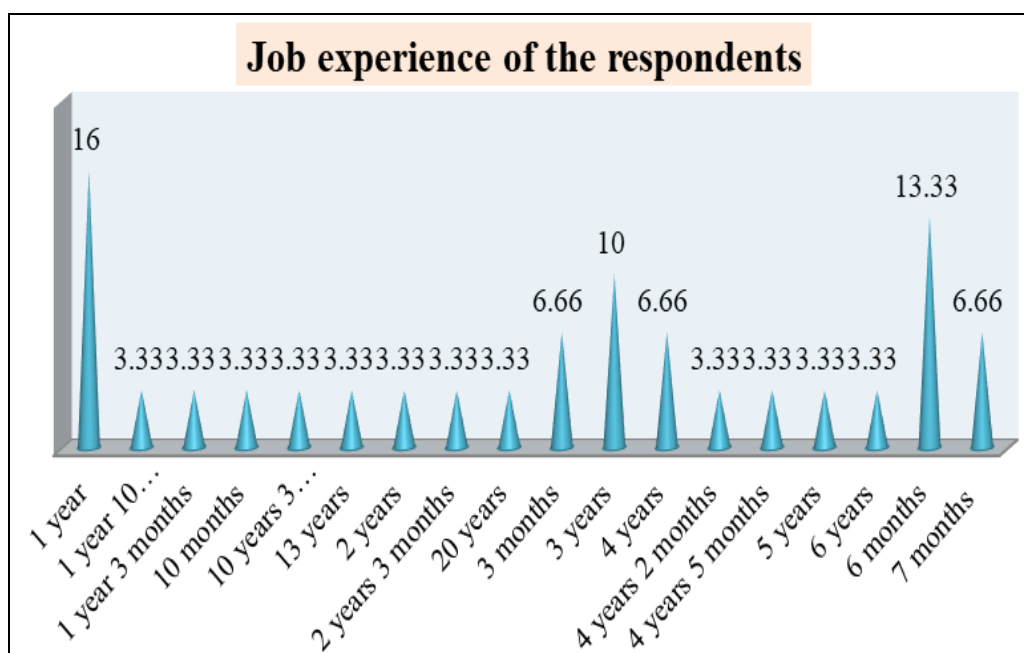


Fig 4: Distribution of job experience

The figure 4 revealed that 16% of the respondents had one year job experience followed by 6 months (13.33%), 3 years (10%) and 3 & 7 months (6.66%).

Most of the respondents were falling under upper middle class income group i.e. 43.3% followed by lower middle class income (36.7%), lower below (13.3%) and high income (6.7%).

Regarding job related stress among respondents, a standard scale was used comprising of 13 statements. Respondents were asked to answer on a 5 point continuum i.e. strongly agree, agree, neutral, disagree and strongly disagree. Most of the respondents agreed with the statements like lots of times job drives them right up the wall (43%), working here leaves

little time for other activities (43%), too many people at same level in the company get burned out by job demands (43%), job gets more than it should (40%), frequently getting feeling like they married to the company (40%), most of the time was spent at work by 36%, sometimes feeling tight in chest while think about job by 36%, too much work but too little time to do it by 36%, sometimes fear the telephone ringing at home because the call might be job-related by 36% and hard to find enough time to spend with family by 33% (Fig 6).

Few (13%) of the respondents strongly agreed for never have a day off and fear the telephone ringing at home because the call might be job-related followed by feeling guilt when taking time off from the job. Little time for other activities

and hard to find time for family was strongly agreed by 10% of the respondents.

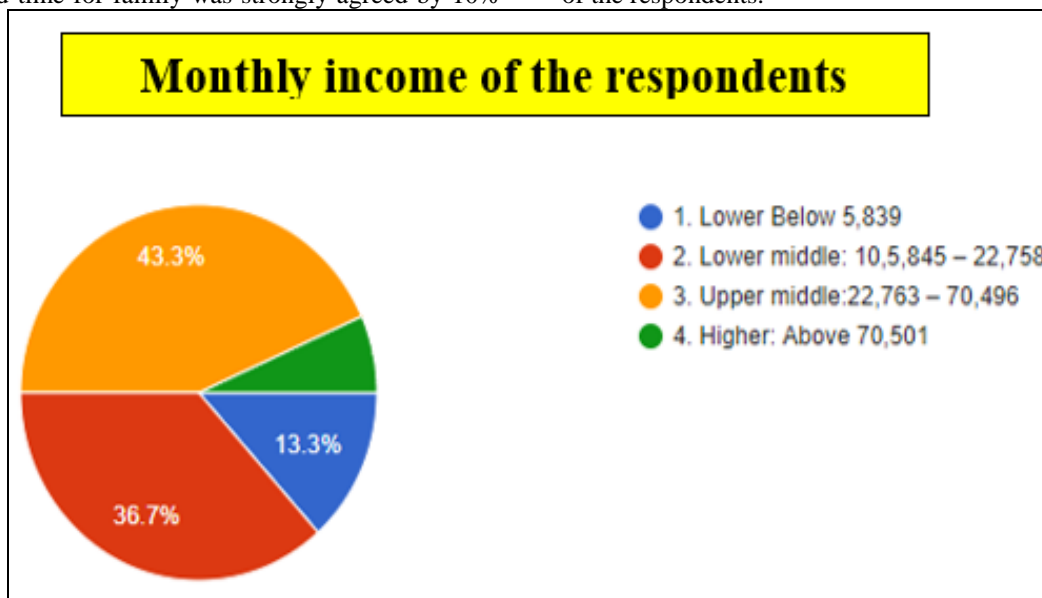


Fig 5: Distribution of monthly income of the respondents

Some of the respondents said neutral for certain statements like feeling nervous as a result of my job (43%), feeling guilty when taking time off from the job (33%) and feeling like never have a day off (33.33%).

Some of the respondents (26%) disagreed for spending so much time at work, feeling never have a day off and feeling tight in chest when thinking about job followed by little time for other activities, feeling married to company and fear while ringing telephone (23%).

Few of the respondents (16%) strongly disagreed for feeling guilty when taking time off from job followed by too much work but little time to do it (13%), people burned out by job demands and feeling married to company (10%).

Abdullah *et al.*, found that significant level of work stress among marketing professionals in terms of environmental factors, organizational factors and personal factors. Personal factors were found as the major contributors of stress.

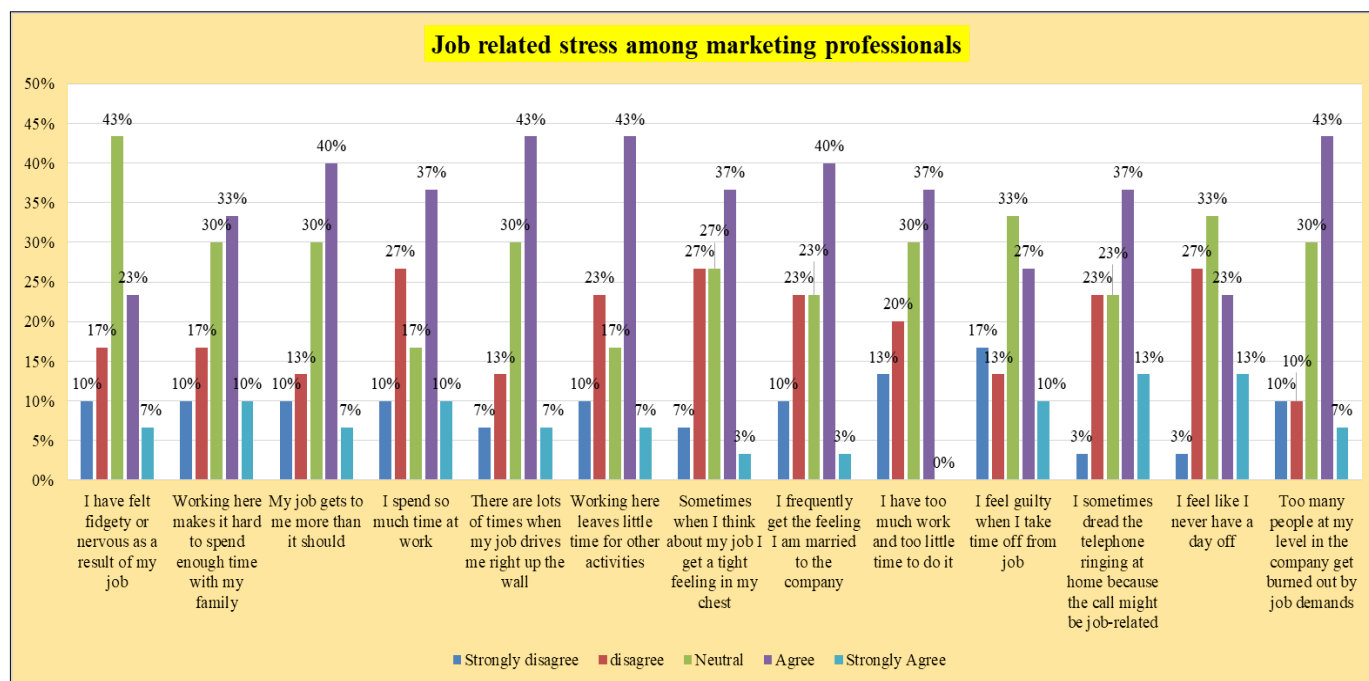


Fig 6: Distribution of job related stress

From the Table 1 found the results related to mean scores obtained by the respondents associated to job related stress with regards to their work. The scores obtained were 5- strongly agree, 4- Agree, 3- Neutral, 2-Disagree and 1- Strongly agree.

Maximum mean score (21.2) was obtained for the statement that most of the employees were get burned out by job demands and least mean score (16.6) was obtained for the statement that too much work and too little time to do it.

Table 1: Job related stress in marketing professionals scoring table

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Total score	Mean score	Rank
Felt nervous as a result of job	3	10	39	28	10	90	18	10
Hard to spend enough time with family	3	10	27	40	15	95	19	6
job gets to me more than it should	3	8	27	48	10	96	19.1	5
Spending so much time at work	3	16	15	44	15	93	18.6	8
Job drives me right up the wall	2	8	27	52	10	99	19.8	2
Little time for other activities	3	14	15	52	10	94	18.8	7
Tight feeling in chest when thinking about job	5	8	30	32	15	90	18	10
Getting the feeling like am married to the company	3	14	21	48	5	91	18.2	9
Too much work and too little time to do it	4	8	27	44	0	83	16.6	12
feeling guilty when takes time off from job	5	14	30	32	15	96	19.2	4
Sometimes dread the telephone ringing at home because the call might be job-related	1	12	21	44	20	98	19.6	3
Feel like never have a day off	1	8	30	28	20	87	17.4	11
Get burned out by job demands	3	14	27	52	10	106	21.2	1

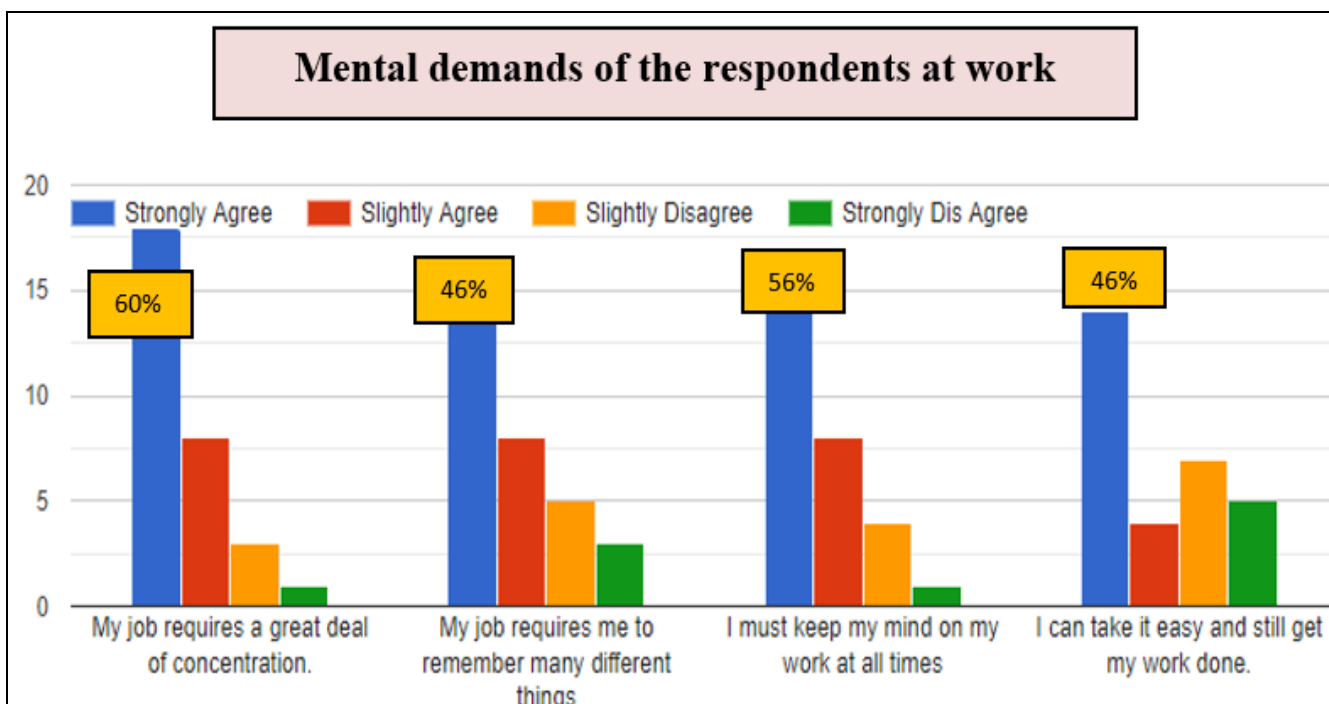


Fig 7: Distribution of mental demands at work

The figure 7 reveals that more than half (60%) of the respondents strongly agreed with the statements like job requires more concentration followed by job needs to keep their mind on work at all times (56%) and job needs to remember many different things and if work take it as easy also employees can do their work (46%).

Statistical Analysis

Table 2: Correlation analysis between dependent variables

Dependent variable	Independent variable		
	Education	Income	Gender
1. Job related stress	-.501**	-.630*	NS
2. Mental Demands	.451*	NS	-.358*

** = Significant at 0.01 level of probability
 * = Significant at 0.05 level of probability
 NS= Non significant

The correlation between educational qualification and job related stress in marketing professionals was found to be $r = -.501^{**}$ which was more than the table value of “r” (0.172) at 1% level of significance. Hence the null hypothesis was

rejected and alternate hypothesis was accepted. Therefore, it could be inferred that there was a negative and significant relationship between the educational qualification and job related stress in marketing professionals. It was clear from the value that as educational qualification increases job related stress decreases.

The correlation between educational qualification and mental demands of work in marketing professionals was found to be $r = .451^{*}$ which was more than the table value of “r” (0.172) at 5% level of significance. Hence the null hypothesis was rejected and alternate hypothesis was accepted. Therefore, it could be inferred that there was a positive and significant relationship between the educational qualification and mental demands of work. It was clear from the value that as educational qualification increases mental demands of work in marketing professionals also increases.

The correlation between income of the respondents and job related stress in marketing professionals was found to be $r = -.630^{*}$ which was more than the table value of “r” (0.172) at 5% level of significance. Hence the null hypothesis was rejected and alternate hypothesis was accepted. Therefore, it could be inferred that there was a negative and significant

relationship between the income of the respondents and job related stress in marketing professionals. It was clear from the value that as income of the respondent's increases, job related stress decreases.

The correlation between gender and mental demands of work in marketing professionals was found to be $r = -.358$ which was more than the table value of "r" (0.172) at 5% level of significance. Hence the null hypothesis was rejected and alternate hypothesis was accepted. Therefore, it could be inferred that there was a negative and significant relationship between the gender and mental demands of work in marketing professionals. It was evident that females have high mental demands at work than males because dual role of females at work place and home.

Kazmi and Dubey, (2005) [3] revealed that there was a significant difference between marketing professional and their occupational stress.

Conclusion

All most all the respondents have job related stress at work it may be within group or between their group and other group. Respondents were facing mental demands like more concentration on work and more time to spend for work than family and other activities. A significant relationship between males and females because females have high mental demands than males because of dual role of female at home and workplace. A significant relationship between educational qualification and job related stress were found because as educational qualification increases job related stress decreases and also between educational qualification and mental demands were found significant since as educational qualification increases mental demands of work in marketing professionals also increases.

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