



A STUDY OF JOB STRESS AMONG SALES PERSONNEL WITH REFERENCE TO LIC: TRICHY REGION

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Abstract: *Over the years, a lot of research has been carried out in the realm of work place stress and it has been emphatically proven that intense or prolonged stress leads to a negative impact on one's mental and physical well being. Even though a fair degree of stress may be felt in all occupations, some work places have been known to experience more stress compared to others. Life insurance sector is one of the sectors where the employee's monetary benefits are based on their sales targets although reasonable salary is given to them which is fixed and not based on target achievements. It is a normal tendency, people avoid life insurance and prefers to invest their money where high returns are expected. Keeping this philosophy in mind, it is a challenge for the sales team to convince the prospects and sell them insurance products. This research paper is an attempt to find out the degree of stress between the employee's of LIC and the employee's of Bajaj Allianz Life Insurance Company.*

Keywords: *Insurance companies, Job stress, Emphatic, Emotional*

INTRODUCTION

The term stress is basically from physical science where it means the force placed upon an object to cause damage, bending, or breaking. In case of human beings, stress is often used to describe the body's responses to demands placed upon it, whether these demands are favourable or unfavourable. Anything that causes stress is called a stressor. "Stress is a condition which happens when one realises the pressure on them or requirements of situation are wider than they can handle, and if these requirements are huge and continue for a long period of time without any interval, mental, physical or behavioral problems may occur."

Stress is an environmental situation in which a person is required to perform the tasks that threatens to exceed the person's ability and resources for meeting it, under conditions



where he or she expects a large difference in the rewards from meeting the demand versus not meeting it (Mc Grath, 1976). In work life extreme stress is so aversive to employees that they will try to avoid it by withdrawing either psychologically (disinterest or lack of involvement in the job), physically (frequent late coming, absenteeism and laziness) or by leaving the job entirely (Beehr and Newman, 1978).

Job stress is one of the most important workplace health risks for employees in developed and developing countries. There are a number of workplace factors, called job stressors that make jobs stressful and difficult for number of employees in services as well as industries. Additional stressors concern interpersonal relationships at work, such as conflicts with the behaviour of supervisors, conflicts with colleagues, conflicts with subordinates and conflicts with management policies.

Due to the competitive nature of the job environment most of the people in the world are spending their time for job related work purposes resulting ignore the stressor those are influencing their work and life. People with a higher percentage of job stress may not be satisfied with their job and therefore they will not feel happy working in the organisation. They may feel frustrated or when they are having problems with peers or customers. This may leave a negative impact to the organisation itself.

REVIEW OF LITERATURE

The stress itself will be affected by number of stressors. Amongst some important factors causing stress one is role conflict. It has a significant negative impact on job satisfaction. (Fie, et. al., 2009). Workload and professional uncertainty affects employee job satisfaction negatively.

Physical environment can be defined in terms of lightening, noise, temperature, humidity, clean air, air circulation and exposure to dangerous substances. Female employees considered feeling safe in the workplace an especially important job satisfaction factor compared with male workers. Having a window, or daylight strongly improves satisfaction with lighting and increasing workstation size also improves satisfaction with privacy (Navia and Veitch, 2003). A study of 360 technical supervisors showed that the employees who perceive their physical work environment adequate are more satisfied with their jobs (Srivastava, 2008).



Job stress is due to organisational aspects, long work hours, lack of organizational support and organizational change, lack of support from supervisors and colleagues, and conflict with demands and pressures (Ahmadi and Alireza, 2007). A study of naval personnel of Malaysia examined the relationship between stress and job satisfaction. Results revealed that occupational stress was negatively associated with eight job satisfaction (Bokti and Talib, 2009). Occupational stress has a direct negative effect on job satisfaction (Noordin Yahaya, et. al., 2010).

SCOPE OF THE STUDY

To undertake the study, convenience sampling method was used so that the respondent can give a clear and fair picture about his/her feeling towards the stress at work place. The study is limited to the three levels of employees designated as Branch Manager/Assistant Branch Manager Sales Manager and Development Officers of Life Insurance Corporation of India at Trichy Region.

RESEARCH OBJECTIVES

1. To explore the job stress of employees of Life Insurance Corporation of India Trichy Region.
2. To analyze the impact of job stress on performance of employees.
3. To suggest some policy recommendations that can be adopted to improve the performance of the employees.
4. To study the recent practices adopted by these organizations to reduce stress.

HYPOTHESIS

H01: There is no significant difference in the stress level of the Life Insurance Corporation of India.

H02: There is no linear co-relation between job stress and work performance of employees.

V Methodology

The study is a descriptive one. Primary data was collected by the researcher with the help of structured questionnaire administered to the Branch Manager/Assistant Branch Manager Sales Manager and Development Officers in Tiruchy Region – Tamilnadu. A complete questionnaire was developed based on the comments collected during the pre-testing period. Type of sampling method used was simple random sampling.



SAMPLE SIZE

A sample of 160 employees has been contacted. These employees are working for New Business Development. The samples were taken from the selected.

Table 1

Are you Satisfied With the Benefits Being Provided by the Company?		
S. No.	Contents	Life Insurance Corporation of India
1	Strongly Satisfied	70
2	Satisfied	75
3	Moderate	15
4	Dissatisfied	-
5	Strongly Dissatisfied	-
Total		160

Source: Self prepared questionnaire and field survey

Table 2

What More Benefits do you Expect from the Company for Removing Your Job Stress?		
S. No.	Contents	Life Insurance Corporation of India
1	Bonus	40
2	More Salary	45
3	Promotion	36
4	Reward	28
5	Medical Facility	11
Total		160

Source: Self prepared questionnaire and field survey

Table 3

Are You Satisfied With The Working Environment Provided By The Company?		
S. No.	Contents	Life Insurance Corporation of India
1	Yes	70
2	No	90
Total		160

Source: Self prepared questionnaire and field survey

Table 4

Are You Satisfied With The Incentive Plans Made By The Company?		
S. No.	Contents	Life Insurance Corporation of India
1	Yes	90
2	No	70
Total		160

Source: Self prepared questionnaire and field survey



Table 5

Analyze the Factors Which Are Responsible for Work Overload		
S. No.	Contents	Life Insurance Corporation of India
1	Co-workers are inefficient	65
2	Cannot consult with worker	10
3	Complete work at home	10
4	Shortage of help	75
Total		160

Source: Self prepared questionnaire and field survey

Table 6

Which of the Following Gives Maximum Stress?		
S. No.	Contents	Life Insurance Corporation of India
1	Work overload	75
2	Work under load	-
3	Time pressure	15
4	Health	70
Total		160

Source: Self prepared questionnaire and field survey

Table 7

Analyze the Stress Level of Employees on the Basis of These Factors		
S. No.	Contents	Life Insurance Corporation of India
1	Work load	44
2	Time pressure	18
3	Promotion	28
4	Salary	20
5	Pension	60
Total		160

Source: Self prepared questionnaire and field survey

FINDINGS

After going through the research on Life insurance Corporation of India it is observed that both the company is having different atmosphere from each other and there are different factors of job stress causing stress on the employee's performance. In Life Insurance Corporation of India, job stress is less regarding time pressure, more supervision, fired without cause any time, insecurity about the job, work overload; Work load is a cause of concern for job stress. The object of preparing this report is to explore the job stress of employees of life insurance Corporation of India. The important findings of the study are as under:

1. LIC employees are more demanding for getting benefits.



2. Employee's of the company desires more benefits like bonus, promotion which helps to brighten their careers.
3. LIC has low job stress regarding competition in the market because LIC has 71% total share of the market.
4. The training facilities are provided by the company; the employees are more strongly agreed.
5. Impact of training on the performance of the employee's is good.
6. LIC employees get better incentives, they are not having so much time pressure as compared to private companies.
7. The factor over load at work gives more pressure on the job of all employees' whether they belong to public or private.
8. In LIC there is also red tape
9. The factor of poor pension is prevailing in the LIC and they have stable salaries or less salary
10. Insecurity of job is not in LIC. Insecurity regarding transfer is also not more in LIC.
11. Work overload has several reasons like coworkers are inefficient, cannot consult with others, complete work at home, shortage of help etc.
12. Barriers which affected on job is different in all the companies like the job not suited to the person according to his/her qualification, ability to perform the task is more in LIC.
13. The factor which gives the maximum stress is different for each person, in LIC which gives maximum stress is health related problems because most of the employee's working there is not from young generation they are mostly above 30 years old.
14. Runaway from stressful situation is very much more in LIC employees

CONCLUSION

Stress is an all pervading modern phenomenon that takes a heavy toll of human life. Different situation and circumstances in our personal life and in our job produce stress. A little stress every now and then is not something to be concerned about. Ongoing, chronic stress, however, can cause or exacerbate many serious health problems.

This study revealed that the employees of the LIC OF INDIA Trichy region, about job stress. Now a day's infrastructure of the company is good. Stress levels of LIC employees is less,



they have enough time to complete the targets on time. They have job security for the life time. Working hours of LIC is less. LIC has provided more benefits to reduce the stress level of the employees, is providing best environment for them.

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