



STRESS MANAGEMENT OF SALES EXECUTIVES IN AUTOMOBILE INDUSTRY WITH SPECIAL REFERENCE TO MADURAI

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Abstract

The present study is an attempt in this direction. The problems of the stress in an organization are very common these days. In many job situation high level of stress in an integral and, largely, unavoidable components of the work. As organization become more complex the potential for, and the stress increases. Urbanization, industrialization and the increases in scale of operations in the, increases in scale of operation in the society are some of the reasons for rising stress. An investigation into such difference has both personal as well as social significance. In India, this area is comparatively investigated as yet. The researcher made is an attempt to find out the employee Job Stress among Stress Management of Sales Executives in Automobile industry with special, reference to Madurai, most of organization are taken care of their Sales Executives and provide stress management strategies to reduce the level.

Key Words: Stress Management, Automobiles, Sales Executives.

Introduction

Stress management is a harmful physical and emotional response that occurs when the requirements of the job do not match the capabilities. Employers today are critically analysing the stress management issues that contribute to lower job performance of employee origination from dissatisfaction and high turnover ultimately affecting organization goals and objective. How stress affects employee performance and consequence high stress are basic aims of the study. Stress has become major problems for employer particular in developing nations where the employer doesn't realize the impact of stress on employees performance which employee stress, managerial role, stress management, job performance ultimately result in critical managerial dilemmas. The organization work over the last few decades have resulted in the pressure, excessive work demand, role conflicts, ergonomic insufficiencies and problematic customer relationship are causes of stress.

Review for Previous Studies

Amir Shani and Abraham Pizam (2009) in their article "Stress Management and Depression among Sales Executives" conducted a study on the depression of work among in Sales Executives. They have confirmed the incidence of depression among workers in the automobile industry by evaluating the relationship between the occupational stress and work characteristics.

Schmidt, Denise Rodrigues Costa (2009) Dantas, Rosana Aparecida Spadoti; Marziale, Maria Helena Palucci and Laus, Ana Maria In their work title on "Stress Management Automobiles Industries" This study aimed at evaluating the presence of stress among management professionals working in surgical settings and investigating the relations between occupational stress and work characteristics.

Kopp, Maria S; Stauder, Adrienne (2008) Purebl, Gyorgy; Janszky, Imre; Skrabski, Arpad 22 in their research paper titled "stress management and mental health in a changing society" they conducted a study indicates that a cluster of stressful working and psychosocial conditions are responsible for a substantial part of variation in self reported mental and physical health with work related factors.

Study Area

A study of this nature required the selection of a suitable area, so, Madurai is selected for this study.

Objectives

- To analysis the impact of stress on employee's performance.

Hypotheses

A hypothesis refers to a proposed for phenomena. It is declarative statement combination concepts. In order to achieve the objective of the study the research has formulated the following hypotheses.

There is no relationship between the gender of the respondent and factor influence to purchase of the respondents.



Primary Data Collection

Well structured questionnaire has been used for the collection of primary data from the respondents to define the purpose of knowing their stress at their concern.

Secondary Data Collection

It has been collected from the company records, various magazines, journals and various web sites.

Tools for Analysis

The Data collection from the respondents was converted into readable format for process, classification and arrangement. That data was tabulated and analysis using percentages method, statistical methods like simple percentage, and Chi-square analysis.

Sampling Design

The researcher is interested to study the stress management among sales executives in automobiles in Madurai. In this study area, the researcher has selected 204 sales exclusivities used for this study.

Plan of Analysis

The researcher has used the following tools.

For presentation

- Tables

For analysis

- Percentages chi-square test and spearman rank correlation method.

Table.1: Age Wise Classification of the Respondents

S. No	Age	No. of Respondents	Percentage
1	21 to 25 yrs	24	67
2	25 to 30 yrs	89	35
3	31 to 35 yrs	-	-
4	35 to 40 yrs	-	-
5	Above 40 yrs	-	-
Total		204	100

Source: Primary Data

Inference

The above table indicated that, out of 204 respondents, 24% of the respondents are 21 – 25 years age, and 35 % of the respondents are years of age.

Table.2: Gender Wise Classification of the Respondents

S. No	Gender	No. of Respondents	Percentage
1	Male	136	67
2	Female	68	33
Total		204	100

Source: Primary Data

Inference

The above table indicated that, out of 204 respondents, 67 % of the respondents are male and 33% of the respondents are female taken for this study.

Working Environment of the Organization

The following table indicates the respondents of working environment of the organization.



Table.3: Working Environment of the Organization

Description	No. of Respondents	Percentages
Highly satisfactory	94	46
Satisfactory	62	30
Average	48	24
Dissatisfactory	-	-
Highly Dissatisfactory	-	-
Total	204	100

Source: Primary Data

Inference

The above table indicated that, out of 204 respondents, 46 % of the respondents said that they highly satisfied with working environment of the organization, 30 % of the respondent are satisfied with their working environment, 24% of the respondents has working environment is average, and none of them are dissatisfied nor highly dissatisfied.

Table.4: Source of Great Satisfaction

Description	No. of Respondents	Percentage
Strongly Agree	22	11
Agree	63	31
Neutral	86	42
Disagree	24	12
Strongly	9	4
Total	204	100

Source: Primary Data

Inference

The above Table indicated that, out of 204 respondents, 11 % of the respondents was Strongly Agree that that the work is a source of great satisfaction to them, 31 % of the responsible were agreed, 42 % of the respondent were Neutral,12 % of the respondents were Disagree , and 4% of the respondents were strongly Disagree with their work.

Chi-Square Test

Chi-square test is a useful measure of comparing experimentally obtained results with expected theoretically and based on the hypotheses chi-square test is a non-parameter, as its value is not derived from the observation in a population. Hence chi-square test is a non-parameter test.

Chi square test is statistical test commonly used to compare observed data with data we could expect to obtain according to a specific hypothesis.

$$X^2 = \frac{(O-E)^2}{E}$$

E

With (r-1) (c-1) degree of freedom

Where = $\frac{\text{row total} \times \text{column total}}{\text{Grand total}}$

Grand total

O= Observed frequency

E=expected frequency

R=number of row in a contingency table

C= number of columns in a contingency table

Working Hours versus Gender Wise Respondents towards Organization

Gender	Working Hours			Total
	Below 50 hours	50- 60hours	Above 60 hours	
Male	-	38	27	136
Female	-	23	12	68
Total	-	136	68	204



Chi – Square Test

O	E	(O-E)	(O-E)	(O-E) ² /E
38	40.67	-2.26	7.129	0.175
27	26.00	1	1	0.038
23	20.33	2.67	7.129	0.351
12	13.00	-1	1	0.077
Total			(O-E)²/E=0.641	

If the calculation value is greater than the value at a particular confidence level say 0.05 levels, so the null hypothesis is accepted.

Hence there is no relationship between working hours versus gender wise respondents towards organization.

Findings

- 24% of the respondents are 20-25 years age of the respondents and, 89% of the respondents are 25-30 years of age
- 67% for the respondents are Male and 33 % of the respondents are Female taken for this study.
- 46 % of the respondents said that they highly satisfied with working environment of the organization.
- 31 % of the respondents were agreed of the respondents were strongly disagree with their work.
- 31 % of the respondents said they effective in handling sales executives stress situation.

Suggestion

- Reduce job stress by taking care of yourself and improve your relationship with Co-Workers within Automobile Industry.
- Reduce job stress by improving emotional intelligence and react to other emotions and feel comfortable socially.
- Reduce job stress by breaking bad habits many of us make job stress worse with negative thoughts and behaviour.
- Learn to managers or employees can reduce job stress. It's in a manager's best interest to keep stress levels in the workplace to a minimum.
- Communicating effectively at work can help improve teamwork, decision making, and problem solving.
- Stress Management Suggestion Commitment Make commitments. Don't live a life that is always in a state of change.
- Stress Management Suggestion Nutrition a healthy body is much better equipped for stress management. Eat a healthy, energizing, nutritious diet to support the activity level demanded by your schedule. A body that is not low on fuel will stand stronger in the face of stressors.

Conclusion

The researcher made an attempt to find out the employee Job Stress among Stress Management of Sales Executives in Automobile industry with special reference to Madurai, most of organization are taken care of their Sales Executives and provide stress management strategies to reduce the level. But periodical review is necessary to know the stress management strategies to reduce the level of Sales Executives. It helps the organization to identify the effective strategies to be implemented and reduce the Sales Executives stress.

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