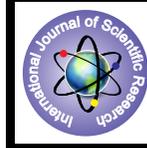# Personal Alienation Among Lic Employees

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ABSTRACT Personal Alienation is "the process of distancing oneself from one's own feelings or activities, such as may occur in mental illness or as a symptom of emotional distress". The cost of negative feelings such as alienation may be high to the organization as well as to the individual. Personal alienation affects productivity and reflects social costs incurred in the work place. The present paper analyzes the personal alienation among LIC employees and the association between personal alienation and social alienation. The questionnaire is used to elicit data from 250 LIC employees. The collected data were statistically tested by using SPSS software. The findings of the present study reveal that there exists a relationship between personal alienation and social alienation.

INTRODUCTION

Alienation occurs when a person withdraws or becomes isolated from other people and his or her environment. People who are alienated will often reject loved ones or society, and feel distant and estranged from their own emotions. This occurs when a person feels like a stranger to themselves that is accompanied by an emotional distance feeling. Among a number of people feel himself as a stranger due to emotional gap. Ashforth & Humphrey (1993) call self-alienation, in which the individual loses touch with the authentic self and perceives that they are acting contrary to a central, valued and salient self. Self-estrangement can be defined as "the psychological state of denying one's own interests – of seeking out extrinsically satisfying, rather than intrinsically satisfying, activities

Seeman mentioned five prominent features of alienation: powerlessness, meaninglessness, normlessness, isolation and self-estrangement (Seeman, 1959). Among the five features the fifth dimension self- estrangement or self-alienation is assumed as personal alienation. Korman et al. (1981) and Lang (1985) address both personal and social alienation. Self-alienation (personal alienation) in which individual selves may lose contact with any inclinations or desires that are not in agreement with prevailing social patterns, manipulate their selves in accordance with apparent social demands, and/or feel incapable of controlling their own actions. Indicators of personal alienation are (1) Suppression of or distance from needs, (2) Objectification of self and projection of powers, and (3) Over-incorporation into society.

OBJECTIVES

The objectives of the study are

- To analyze the personal alienation of LIC employees.
- To know the relationship between demographic variables and personal alienation

HYPOTHESES

- H_1 : There is no significant relationship between marital status and variables of personal alienation of LIC employees
- H_2 : There is no significant relationship between interaction with friends and variables of Personal alienation of LIC employees
- H_3 : There is no significant relationship between Time spent alone and variables of Personal alienation of LIC employees

RESEARCH METHODOLOGY

The **research design** that has been adopted for this research is Descriptive analysis. LIC employees working in southern districts of Tamil Nadu constitute the population of the study. Balancing the limitation of the time and requirement for precision in empirical estimates, it was decided to select a sample of 250 LIC employees. Respondents were selected on the basis of **stratified random sampling method**. The sample respond-

ents were taken from three districts namely Madurai, Sivagangai and Ramanathapram. The sample respondents were taken from the ten selected LIC Branch offices at the rate of 25 employees from each branch. **Data collection:** The primary data collected through structured questionnaires. **Statistical Tools:** The applied statistical tools were K-Means Cluster Analysis, and Chi-Square Test

DATA ANALYSIS AND INTERPRETATION

K-means cluster analysis was performed to classify the employees of LIC based on their level of Personal Alienation, several tests were done to measure number of cluster and an agreeable solution was made. Based on the final cluster centre, the Personal Alienation was classified into 3 levels as low, medium and high. The cluster size was displayed in the above table, high Personal Alienation was accounted for 4%, the medium Personal Alienation was accounted for 27.2% and low Personal Alienation accounted for 68.8%.

To know the relationship between marital status and variables of personal alienation of LIC employees, the chi-square test was employed and the probabilities of the chi-square test p-value for all variables of personal alienation were less than the alpha level of significance of 0.05. So it is inferred that there is a significant relationship between marital status and variables of personal alienation of the LIC employees.

To know the relationship between interaction with friends and variables of Personal alienation of LIC employees, the chi-square test was employed and the probabilities of the chi-square test p-value for all variables of personal alienation were less than the alpha level of significance of 0.05. So it is inferred that there is a significant relationship between interaction with friends and variables of personal alienation of the LIC employees.

In order to find out the relationship between Time spent alone and variables of Personal alienation of LIC employees, the chi-square test was employed and the probability of the chi-square test p-value for all variables of personal alienation were less than the alpha level of significance of 0.05. So it is inferred that there is a significant relationship between Time spent alone and variables of personal alienation of the LIC employees except the two variables namely **"I feel cursed when I face a challenge of competition"**, and **"The degree of complexity in my life is high"**

To find out the association between the social alienation and personal alienation the correspondence analysis was employed.

Table No. 1: Social Alienation and Personal Alienation Summary

Di-men-sion	Sin-gular Value	Iner-tia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Ac-count-ed for	Cu-mula-tive	Stand-ard Devia-tion	Correla-tion 2
1	.699	.488			1.000	1.000	.077	.001
2	.006	.000			.000	1.000	.065	
Total		.488	122.039	.000ᵃ	1.000	1.000		
a. 4 degrees of freedom								

The summary table shows whether there is a relationship between the row and column variables, and how many dimensions are needed to display this relationship. The squares of the singular values equal the inertias, which are summable over dimensions. Here, the first two dimensions account for all (100%) of the inertia in the solution, so the third dimension is probably unnecessary. The chi-square statistic is used to test the null hypothesis that there is no relationship between the row and column variables. It is small (i.e., less than 0.05, it can be safely claimed that there is a relationship between the row and column variables.

The above table reveals that the significant level is less than 0.05. **So it is concluded that there is a significant relationship between social alienation and personal alienation.**

Table No. 2: Overview Row Pointsᵃ

Cluster Number of Case - Social Aliena-tion	Mass	Score in Dimension		Iner-tia	Contribution				
		1	2		Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		
					1	2	1	2	Total
Medium	.080	-2.835	.000	.449	.920	.000	1.000	.000	1.000
High	.564	.247	-.064	.024	.049	.387	.999	.001	1.000
Low	.356	.245	.102	.015	.031	.613	.999	.001	1.000
Active Total	1.000			.488	1.000	1.000			
a. Symmetrical normalization									

The scores in dimension are the coordinates of the points in the row point's plots. The inertia shows the amount of overall inertia in the solution that is explained by each category. The contribution of each point to the inertia of dimension tells which categories are most dominant. Medium social alienation is accounted for 92% of the inertia in the first dimension,. The contribution of dimension to inertia of point tells how well each row category is fit by the solution. 100% of the inertia in each category is explained by the two-dimensional solution. It indicates that medium social alienation (92%) contributes substantially to the first dimension.

Table No. 3: Overview Column Pointsᵃ

Cluster Num-ber of Case - Per-sonal Aliena-tion	Mass	Score in Dimension		In-ertia	Contribution				
		1	2		Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		
					1	2	1	2	To-tal
High	.040	-4.057	-.051	.460	.942	.018	1.000	.000	1.000
Me-dium	.272	.353	-.123	.024	.048	.680	.999	.001	1.000
Low	.688	.096	.051	.004	.009	.303	.998	.002	1.000
Active Total	1.000			.488	1.000	1.000			

Table No. 3: Overview Column Pointsᵃ

Cluster Number of Case - Personal Aliena-tion	Mass	Score in Dimension		In-ertia	Contribution				
		1	2		Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		
					1	2	1	2	To-tal
High	.040	-4.057	-.051	.460	.942	.018	1.000	.000	1.000
Me-dium	.272	.353	-.123	.024	.048	.680	.999	.001	1.000
Low	.688	.096	.051	.004	.009	.303	.998	.002	1.000
a.Symmetrical normalization									

The scores in dimension are the coordinates of the points in the column points plots. The inertia shows the amount of overall inertia in the solution that is explained by each category. The contribution of each point to the inertia of dimension tells which categories are most dominant. High personal alienation accounts for 94.2% of the inertia in the first dimension. The contribution of dimension to inertia of each point tells how well each column category is fit by the solution.100% of the inertia in each category is explained by the two-dimensional solution. It indicates that high personal alienation (94.2%) contributes substantially to the first dimension.

FINDINGS
- High personal alienation was accounted for 4% of LIC employees and low personal alienation was accounted for 68.8%.
- There exists a relationship between marital status and the variables of personal alienation of the LIC employees.
- There is significant relationship between interaction with friends and variables of personal alienation of LIC employees.
- There exists a relationship between time spent alone and the variables of personal alienation of the LIC employees except the two variables namely "I feel cursed when I face a challenge of competition", and "The degree of complexity in my life is high".
- The correspondence analysis shows that there is a significant relationship between social alienation and personal alienation.

SUGGESTIONS
- Even though most of the employees with low personal alienation, LIC may take necessary steps to reduce personal alienation of affected employees.
- The study reveals that there is a significant relationship exists between interactions with friends and variables of personal alienation. Hence the LIC employees may have the frequent interaction with their friends and colleagues during interval time to decrease the personal alienation. Further LIC may concentrate on conflict resolution and team building to reduce personal alienation.
- It shows there is a significant relationship between time spent alone and most of the variables of personal alienation. Therefore LIC may make awareness about the input of personal alienation among their employees and also may encourage their employees to spend time with others meaningfully.
- The result of the correspondence analysis reveals that there is a close association between social alienation and personal alienation. In order to reduce personal Alienation, management may concentrate on social alienation.

CONCLUSION
Personal alienation is the important element that may adversely affect employees. So there is a need to monitor personal alienation and reduce the same among employees. It is appreciable that most of the LIC employees were having low personal aliena-

tion. At the same time LIC must concentrate on the employees those who had high personal alienation. It is apparent from the findings of this study that the demographic variables like 'marital status', 'interaction with friends' and 'time spent alone' were associated with the variables of personal alienation. To reduce personal alienation LIC may concentrate on the above said variables.

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