Research Paper Management

Influence of Work Related Stress on Work-Family Conflict: A Study Among Marketing Professionals in Coimbatore District

K. HariPriya | Research Scholar, Karpagam University

Dr. N. Brindha | Professor, Department of Management Studies, Karpagam College of Engineering

ABSTRACT

This study examines the influence of work related stress on work family conflict among Marketing Professionals. Nowadays, stress due to work- family conflict among individuals has gradually increased. The study envisages finding out the magnitude of work related stress and its influence on work-family conflict. Stress is a feeling one perceives when external demands exceed what one can handle within individual ability and resources. In reality, stress is inevitable. The first step of the study is to confine the attributes of work related stress through secondary research. The next step is to administer a questionnaire formulated from the variables demarcated from the attributes confined. The employee's opinion on the influence of work related stress on work family conflict is analyzed through analysis. The overall aim of this paper to find how the work related stress influences the work-family conflict of marketing professionals.

KEYWORDS | Work-family conflict, Work stress.

INTRODUCTION

Today, balancing both work demands and family responsibilities seem to be a monstrous task in one's life. The outcome of imbalance of work and family is the stress. The Canadian Centre for occupational health and safety has defined work place stress as, "the harmful physical and emotional responses that can result from conflicts between work demands on the employee and the amount of control an employee has over meeting these demands". When employee fails to balance between the work demands and the desired work requirement, stress arises. According to recent statistics from "stress and psychological disorders" for health and safety statistics in Great Britain 2013 latest estimates from the labour force reads as follows

The prevalence of stress in 2011/2012 was 428,000 cases (40%) out of a total of 1073000 cases for all work-related illness.

The occupations that reported the highest prevalence rates of work-related stress were health professionals (in particular nurses), teaching and educational professionals and caring person services.

The main work activities attributed by respondents as causing their work-related stress, or making it worse, were work pressure, lack of managerial support and work related violence and bullying.

Work related stress is almost prevalent in all kinds of occupations. But when it has negative impact on work and family issues it grabs attention and should be addressed. Stress mainly occurs when one could not cope with the demands being placed on them.

REVIEW OF LITERATURE

James E Driskel and Eduardo Salas (1991) investigated the effects of stress on status and decision making in groups. His study established that stress results in centralization of authority such that decision making is concentrated at higher levels in the group hierarchy Jennifer Smith (1998) stated that work place bullying witnessed victimization, pressure management, prolonged work hours, delegating difficult tasks, lack of support during execution of given tasks resulted in stress. She elucidated that managers need to be aware of change in atmosphere among staff and identify work place bullying in order to promise a stress free environment.

According to Beehr and Bhagat (1985) stress includes stressors and the stress. The term refers to the environmental stimulus and the term stress refers to individual's response which can be Physical, Psychological, or Behavioral indicators of ill health / wellbeing of the individual.

Lee and Wang found that a high level of occupational stress is related to workload and responsibility.

OBJECTIVE OF THE STUDY

1. To identify the key causes, impacts and predictors of work related stress among marketing Professionals
2. To study the impact of work related stress on work family conflict.

RESEARCH METHODOLOGY

Research design: The type of research design undertaken is descriptive research.
Sampling size: 120
Sampling technique: Convenience sampling method
Tool for data collection: Questionnaire method
Tools for analysis: chi-square test, one way ANOVA, weighted average method and simple percentage technique.

DATA ANALYSIS AND INTERPRETATION:

Table 1: Demographic profile of the respondents

Demographic details	Content	Frequency	Percentage
Gender	Male	115	95
	Female	5	5
Age	Below 25	45	37.5
	25-34	37	30.8
	35-44	20	16.6
	45 and Above	18	15
Marital status	Married	89	74
	Unmarried	31	25
No of years of experience	Below 5	59	49
	5-10	38	31.6
	11-15	14	11.6
	16-20	9	7.5

Designation	Junior Manager	89	74
	Middle Manager	20	16
	Senior Manager	11	9

It is inferred from the table that, the respondents were mostly from the male category 95% and 5%were female marketing professionals. It can also be seen that majority of the respondents were from the age group of below25 comprising of 37.5% of the total population. It is understood from the table that 30.8% is between the age of 25-34, while remaining that is 16.6% is of the age 35 to 44 and15% of respondents belongs to age group of 45 and above. It can also be seen that most of the respondents were married of nearly 89%and rest of them that is 31% were unmarried. Majority of the respondents work experience is below 5 years and 31.6% were with 5-10 years of experience. Majority of the respondents were under junior category of 74% and 9% were of senior managers and 16% of them were under junior managers.

Table 2: Showing opinion on work stress impact on Work Conflict

OPINION	FREQUENCY(F)	POINTS(X)	FX
Strongly agree	30	5	150
Agree	51	4	255
Neither	19	3	57
Disagree	18	2	36
Strongly disagree	2	1	2
TOTAL	120		500

Weighted Average Method
Weighted average = ∑fx/∑f
= 500/120 = 4.16

Interpretation: From the above table, it can be observed that the value of weighted average is 4.16 and it is nearer to the score of 'strongly agree' factor. So majority of the respondents strongly agree that their work stress has a great impact on work family conflict.

Table 3 Showing opinion on work stress impact on family life

OPINION	NOOF RESPONDENTS	PERCENTAGE
Strongly agree	36	30
Agree	44	36.7
Neither	20	16.7
Disagree	11	9
Strongly disagree	9	7.5
TOTAL	120	100

H_0: WorkStress level of employees do not affect the employee's family life.

H_1:Work Stress level of employees affects the family life.

O	E	(O-E)	(O-E)2	(O-E)2/E
36	36	0	0	0
44	43.92	0.08	0.0064	0.00014
20	20.04	-0.04	0.0016	0.032
11	9.1	1.9	3.61	0.396
9	7.5	1.5	2.25	0.3
Total				0.728

Chi-square = ∑ (O-E)2 / E =0.728

For 4 degrees of freedom at 5% significance level the table value is = 9.488

The calculated value is less than the table value and hence the hypothesis is accepted. It is inferred that work stress level affects family life employees.

Table 4: Showing the respondents opinion on factors affecting work stress.

Attributes	Married	Unmarried	Workstress (Total)
Work load	21	6	27
Role conflict	17	5	22
Job security	16	8	24
Target achievement	11	7	18
Limited Time spent with family	24	5	29
Total	89	31	120

H_0: There is no significant relationship between marital status and reasons to cause work stress.

H_1: There is significant relationship between marital status and reasons to cause work stress

X1	(X1)2	X2	(X2)2
21	441	6	36
17	289	5	25
16	256	8	64
11	121	7	49
24	576	5	25
89	1683	31	199

Total sum of all items =$\sum X_1+\sum X_2$ = 120
Correction factor = $(T)^2$ / n = $(120)^2$ / 10= 1440
Sum of squares of deviations for total variance is given by
$\sum(X_1)^2+\sum(X_2)2$ - correction factor = 1683+199-1440=442
Sum of squares of deviations between the varieties = $\sum(X_1)^2/n$ + $\sum (X_2)^2/n$ - correction factor
= 1450-1440 = 10
Degree of freedom = 2-1 = 1`
Sum of squares with in the varieties = 442-10=432

ANOVA TABLE

Sources Of Variation	Sum Of Squares (A)	Degrees Of Freedom (B)	Variance (A/B)
Between The Varieties	10	1	10
Within The Varieties	432	9	48

F calculated value = 10/48 = 0.208
F table value @ 5% LOS=5.12

Hence table value is more than the calculated value, H_0 is rejected and H_1 is accepted. Therefore there is significant relationship between marital status and work family conflict. It is obviously seen that married professionals experience higher work family conflict rather than unmarried professional.

FINDINGS

- Majority of the respondents were male of nearly 95% and female respondents were 5%.
- Married professionals are high in number rather than unmarried and results confirm that married professionals are those who experience high work family conflict.
- Junior managers are high of 74% while senior level of managers were only 9% and middle level managers were about 20% of the total population.
- Majority of the respondents have below 5 years of work experience.
- About 51% of the respondents have agreed that their work stress have impact on work related conflict.
- Results confirm that majority of the respondents experience high amount of work family conflict.
- Married professionals are the ones who opined that have work familyconflict.
- Work load and the limited time spent with the family members are the main concerns for the work family conflict.Next comes job security, target achievement and role conflict.

CONCLUSION

The Research establishes that work related stress certainly impacts work family relationship. Given that the research is conducted in Coimbatore region, a town that is situated in South India, where people own up responsibilities post marriage and the prominence that people attach with marriage as an institution makes it obvious that married marketing professional feel that work related stress significantly influences and instigates work family conflict. In other words it can be established that only married people feel impact work related stress. Hence it is suggested that marketing professionals are trained on methods such as meditation and relaxation techniques when they are stressed out. Marketing Professionals need to get more organized in their daily work management system in order to reduce stress. Professionals, who can balance work and family demands properly and expect and manage emergencies, certainly don't whirl them into work family conflicts. The management too has the responsibility to take feasible measures to reduce employee stress.

REFERENCES

Beehr and Bhafat, "Human Stress and Cognition in organisations", New York : John Wiley and Sons, 1985. | James E. Dr~sker and Eduardo Sales. "Croup Decision Mhng under Stress'' Journal of Applied Psychology, 1991, Vol. 76, No. 3, pp. 473 - 478. | Blair A, Littlewood M. Sources of stress. Journal of Community Nursing.1995; 40:38-39. || Lee I, Wang H.H. Perceived occupationa1 stress and re1ated factors in community nurses. Journal of Nursing Research. 2002; 10(4):253-260.