

STRESS MANAGEMENT AMONG INSURANCE EMPLOYEES IN TIRUNELVELI CITY - A STUDY

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Abstract

Banks in India are providing online banking to catch up with a new breed of tech-savvy generation, demanding modern technology based services. More than 22% of the internet users in India use online banking. If we are new to online banking, it is worthwhile to know some facts about it. The study is empirical research based on both primary and secondary data. The primary data are collected from the sample customers by means of interview schedule. The secondary data are collected from the books, previous research studies, report proceedings, journals magazines and web sources. Primary data was analysed by using percentage analysis and Chi-square test tools. In new private sector banks are ICICI banks, HDFC banks and Axis banks functioning in Tenkasi (Tirunelveli District of Tamil Nadu). In future, the availability of technology to ensure safety and privacy of Internet transactions and the RBI guidelines on various aspects of internet banking will definitely help in rapid growth of internet banking in India. The purpose of this study is to find out the Customer satisfaction of Internet Banking users which leads to make loyal customer and hence loyalty leads to the attracting more customer, expansion of business and increase in net profit.

Introduction

Stress management has become the most important and valuable technique to boost the employee morale and the company productivity in all companies. All the organization has understood that the employees play a vital role and they should be out of stress to give a high performance atmosphere. There are variety techniques to manage stress in organization.

Stress is not only a concern of the employees, it is also a concern of the organization which employs them. An organization which decides to tackle the problem of work-related stress has to bear in mind that the costs to do so will in the long term still be lower than the costs of employing new workers, paying overtime, etc. Every organization should create a stress management strategy. Decreasing work-related stress is the responsibility of management, but if employees want to achieve the best results, they will have to work together with management. Research shows that engaged employees perform better in the terms of financial productivity and at the same time contribute to the brand value and brand strength. Employee engagement is not to be misunderstood with the

concept of satisfaction or employee commitment. Truly engaged employees are attracted and inspired by their work, committed and fascinated by what they do, and want to perform better than expected for the company, shareholders, customers and other stakeholders.

High stress jobs refer to work, which involves hectic schedule and complex job responsibilities that result into imbalance between personal work and life. Over work may affect physical health of individual result into ineffective work and dissatisfaction among employees leading to imbalance in family or personal life also. Due to improper job role assignment, improper working condition, under utilization of skills organizational politics and the employees could be stressed.

Effective stress management should overcome the stressors and it is oblivious that no techniques can completely remove the stress but only can minimize it to negligible level. The organization is trying to minimize cope up with the stress factors by implementing various trends and techniques in minimizing stress.

This study is very useful in finding the stress factors for the Insurance employees and to analyze the solution for minimizing stress effects.

Objectives of the Study

- To examine stress and understand its impact in insurance employees.
- To identify major sources and causes of stress among insurance employees
- To assess ways in which individual lifestyle and personality may increase or decrease vulnerability and reaction to stress.
- To recommend suitable coping strategies to overcome the stress as preferred by the employees of the insurance companies.

Methodology of the Study

The present study is based on both primary data and secondary data. Primary data have been collecting by conducting survey among 60 sample of insurance employees in Tirunelveli city. Secondary data have been collected from Books, Journals, Newspapers, Periodicals, Reports and Web Sources.

Sample design

Gender	No. of Respondents	Percentage of respondents
Male	30	50
Female	30	50
Total	60	100
Source: Primary data		

It is not possible any research to analysis the opinion of all the respondents. Therefore sampling becomes essential and necessary. A sample is an element of the total population due to limited time and energy and the cost involved , we have followed simple random sampling method for the collecting the data from 60 respondents, 20 respondents selected from Life Insurance Company and 40 respondents selected from leading private sector insurance companies. The above Table 1 shows that clear that both respondents were equals.

Table 2 Age-Wise Classification

Age	No. of Respondents	Percentage of respondents
Below20years	6	10
20-30years	36	60
30-40years	4	7
40-50years	4	7
Above50years	10	16
Total	60	100
Source: Primary data		

The above Table 2 shows that 36 respondents were (60%) 20 years to 30 years.

Table 4 Sources of Information

Source	No. of Respondents	Percentage of respondents
Himself	10	16
Friends	31	52
Internet	14	23
Relation	2	3
Other	3	5
Total	60	100
Source: Primary data		

The above Table 4 shows that 31 respondents were (52%) from their friends.

Table 6 Nature of Physical Stress

Nature	No. of Respondents	Percentage of respondents
Stomach upset	10	29
Ulcer	13	38
Faulty breathing	7	21
Drug abuse	4	12
Total	34	100
Source: Primary data		

The above Table 6 shows that 13 respondents (38%) suffered from Ulcer.

Table 3 Know the Stress

Opinion	No. of Respondents	Percentage of respondents
Yes	51	85
No	9	15
Total	60	100
Source: Primary data		

The above Table 3 shows that 51 respondents were (85%) know the stress.

Table 5 Types of Stress

Type	No. of Respondents	Percentage of respondents
Mentally	26	43
Physically	34	57
Total	60	100
Source: Primary data		

The above Table 5 shows that 34 respondents were (57%) affected from physically.

Table 7 Nature of Mentally Stress

Nature	No. of Respondents	Percentage of respondents
Tension	18	69
Trouble sleeping	2	6
Inability to concentrate	6	23
Total	26	100
Source: Primary data		

The above Table7 shows that 18 respondents (69%) were suffered from Tension.

Table 8 Level of Stress

Status	No. of Respondents	Percentage of respondents
Fight the stress	19	32
Flight the stress	41	68
Total	60	100

Source: Primary data

The above Table 8 shows that 41 respondents (68%) were flight the stress.

Table 9 Reason for Frequent Stress

Reason	No. of Respondents	Percentage of respondents
Conflicts with work spot	9	15
Time management	17	28
Fear of crime	6	10
Business pressure	10	17
Back of co-operation	8	13
Family problem	10	17
Total	60	100

Source: Primary data

The above Table 9 shows that 17 respondents (28%) were not proper time management in frequent stress.

Table 10 Under Estimate Long to do things

Opinion	No. of Respondents	Percentage of Respondents
Yes	27	45
No	33	55
Total	60	100

Source: Primary data

The above Table 10 shows that 33 respondents (55%) were not under estimate long to do things.

Table 11 Deadline in My Work/Difficult to Meet

Opinion	No. of Respondents	Percentage of Respondents
Yes	25	42
No	35	58
Total	60	100

Source: Primary data

The above Table 11 shows that 35 respondents (58%) were not finished their work proper time and difficult to meet.

Table 12 Feelings go of Unrelaxness

Opinion	No. of Respondents	Percentage of respondents
Yes	33	55
No	27	45
Total	60	100

Source: Primary data

The above Table 12 shows that 33 respondents (55%) feelings go of unrelaxness.

Table 13 Level of Pressure for Deadline

Opinion	No. of Respondents	Percentage of Respondents
Yes	31	52
No	29	48
Total	60	100

Source: Primary data

The above Table 13 shows that 31 respondents (52%) have pressure for deadline work.

Table 14 Regular Over Time Work

Level of work	No. of Respondents	Percentage of respondents
Never	3	5
Rarely	6	10
Sometimes	21	35
Often	17	28
Always	13	22
Total	60	100
Source: Primary data		

The above Table 14 shows that 21 respondents (35%) work in sometimes over time.

Table 16 Postponed work

Particulars	No. of Respondents	Percentage of respondents
Never	6	10
Rarely	12	20
Sometimes	21	35
Often	11	18
Always	10	17
Total	60	100
Source: Primary data		

The above Table 16 shows that 21 respondents (35%) have postponed their work sometimes.

Table 18 Feel About Tired

Feeling	No. of Respondents	Percentage of respondents
Never	5	8
Rarely	10	17
Sometimes	27	43
Often	10	17
Always	9	15
TOTAL	60	100
Source: Primary data		

The above Table 18 shows that 27 respondents (43%) have feel about tired in sometimes.

Table 15 Positive Attitude in Life

Particulars	No. of Respondents	Percentage of respondents
Never	6	10
Rarely	13	22
Sometimes	22	37
Often	5	8
Always	14	23
Total	60	100
Source: Primary data		

The above Table 15 shows that 22 respondents (37%) having positive attitude in their life.

Table 17 Have tea / coffee

Cups	No. of Respondents	Percentage of respondents
Below 2 cups	17	28
2-4 cups	21	35
4-6 cups	11	18
6-8 cups	9	15
8-10 cups	2	3
Above 10 cups	-	0
Total	60	100
Source: Primary data		

The above Table 17 shows that 21 respondents (35%) have a 2-4 cups tea/ coffee daily to relax their work and relieve from stress.

Table 19 Irregular Eating

Particulars	No. of Respondents	Percentage of respondents
Never	15	25
Rarely	20	33
Sometimes	10	17
Often	8	13
Always	7	12
Total	60	100
Source: Primary data		

The above Table 19 shows that 20 respondents (33%) have eating rarely.

Table 20 Abuse the Alcohol or Smoking

Opinion	No. of Respondents	Percentage of Respondents
Yes	27	45
No	33	55
Total	60	100

Source: Primary data

The above Table 20 shows that 27 respondents (45%) have abuse the alcohol or smoking.

Table 22 Time pressure to complete the work

Particulars	No. of Respondents	Percentage of respondents
Strongly agree	14	23
Agree	20	33
cannot say	11	18
Disagree	5	8
Strongly disagree	10	17
Total	60	100

Source: Primary data

The above Table 22 shows that 20 respondents (33%) have time pressure to complete their work.

Table 24 Health Problem

Particulars	No. of Respondents	Percentage of respondents
Very often	16	27
Often	9	15
Rarely	10	17
Very rarely	14	23
Never	11	18
Total	60	100

Source : Primary data

The above Table 24 shows that 16 respondents (27%) strongly agree that health problem in one of the major source of stress.

Table - 21 Experiencing Headaches or Migraines

Particulars	No. of Respondents	Percentage of respondents
Never	17	28
Rarely	11	18
Sometimes	8	13
Often	19	32
Always	5	8
Total	60	100

Source: Primary data

The above Table 21 shows that 19 respondents (32%) have experiencing headaches or migraines.

Table 23 Family Problem

Particulars	No. of Respondents	Percentage of respondents
Strongly agree	20	33
Agree	17	28
Cannot say	13	22
Disagree	7	12
Strongly disagree	3	5
Total	60	100

Source: Primary data

The above Table 23 shows that 20 respondents (33%) have strongly agree that the family problem is one of the source of stress.

Table 25 Spend time with family members

Particulars	No. of Respondents	Percentage of respondents
Strongly agree	16	27
Agree	13	22
Cannot say	12	20
Disagree	11	18
Strongly disagree	8	13
Total	60	100

Source: Primary data

The above Table 25 shows that 16 respondents (27%) strongly agree spend time with family members is the main remedies to relieve from stress.

Suggestions

1. Every organization should create a stress management strategy in order to reduce operating costs and raise employee engagement and productivity. One of the key elements of stress management that should be adopted is the creation of an employee wellbeing programme: ensuring regular physical activity, a flexible work time, and regular medical checks);
2. Educators should incorporate into their business curriculum discussions of stress in the workplace and ways to manage stress.
3. Regular courses on stress management at the workplace;
4. Employees should share their ideas for managing stress with their employers in order to help their employers implement appropriate stress reduction programs.
5. Regular courses for middle management about their role in stress management and employee engagement, as well as their influence on productivity and brand strength;
6. Work tasks should be designed in such a way as to give the employee a sense of importance
7. Roles and responsibilities should be clearly defined.
8. Sharing good experience among European organizations;
9. Employers should offer various stress reduction programs to help employees manage stress because stress is prevalent in the workplace.
10. Employers should conduct a survey of the programs they already offer to discover which programs are the most effective for managing their employees' stress.
11. Additional research should be done. First, other areas negatively affected by stress should be studied to determine if stress affects other aspects of an employee's life. In addition, other factors should be examined to learn what the personal and work-related causes and symptoms of stress are for an individual.

Conclusion

On the basis of the findings, several conclusions concerning the effects of stress on Central Texas business employees can be drawn. The findings of this study indicated stress does negatively affect the work performance of employees. Job satisfaction and productivity were indicated as two areas most affected by work related stress. Therefore, stress cannot be considered just an individual issue because reduced job satisfaction and lower productivity has a direct effect on the company as a whole.

From this study, it can be concluded that employers have realized the importance of managing stress in the workplace because of the wide variety of programs now offered to manage stress. Of all the programs offered by employers, insurance is the most frequently offered means for managing stress. Because insurance acts as a security net for employees and is offered the most, it can be inferred that employers contend that insurance is the most effective means for managing stress.

The present study was conducted “stress management among insurance employees in Tenkasi area” .The aim was to find the stress levels, personality type of the employees. At the end of the study, we can conclude that through there are signs of stress among the employees & such stress is affecting their behaviors, it can be controlled & reduced effectively. This can be done by giving counseling & incorporating the suggestions given here in at individual & organization level. A high workload was noted, although it is not perceived as posing an overwhelming problem; In the analysis we established two factors which define employee engagement, the so-called intrinsic elements and extrinsic elements. One of the statement has a strong impact on the “engagement” index, being itself one of the factors (=extrinsic elements); Therefore it would be of advantage to establish a system of non-financial rewards and commendations within the company, as the “extrinsic elements” factor was found to have the biggest impact on the engagement index, and thus a higher effect on financial productivity, and could also diminish the stress level.

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