

**A Study on Stress:
Sources, Effect and Resolution
Strategies With Reference to Marketing
Employees**

Dr. Ashok D. Gaur

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Dr. Ashok D. Gaur

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Preface

Almost everyone around the world experiences some kind of stress in their life; from young children, doing their best to get through with school, to adults giving it their all for a day's work. And as this research is set to examine, different types of goods and services providers marketing executives aren't exempted from stress, marketing personnel like sale persons, distributors, agents etc.

There is lot of stress in our life. We cannot eliminate all the stressors from our life but we can reduce them and live a much better quality of life. Stress may be the biggest single reason we get sick or die prematurely. Even health problems from headaches to heart attacks, from psychosomatic disorder to stroke, can be linked to what is becoming known as the Plague of the twenty first century.

Stress quietly build ups in our bodies at work everyday, and then we take them home with us, where circumstances so often compound it. We begin the next day starting the cycle all over again, so it continues to build up, our bodies, minds and spirits can only takes so much. If you ignore the build up, stress will eventually tale its toll. Marketing is everywhere. Formally or informally, people and organizations engage in vast number of activities that could be called marketing. Good marketing has become an increasingly vital ingredient foe business success. And marketing profoundly affects our day to day lives. It is embedded in everything we do- from the clothes we wear, to the web sites we click on, to the ads we see.

We live in an environment in which we must constantly face stress producing situations. We cannot fight them all. For the most part, we choose to live with them. The ambiguous boss, the extra work- load, the preferred opportunities, the multiple relationships, Increased mobility, heavy traffic, risky investments expectation of family members- in general ' life in fast lane'- which most us at least sample, can be viewed as a series of stress-producing situations. Such situations can drain individual energy. The stressed individual then becomes susceptible to variety of physical, mental and social problems. In business organizations it increase dissatisfaction, absenteeism and turn over, long term break down in performance a high cost in lost time

We must grip on stress or play the price physically, mentally and spiritually. We cannot rid ourselves of all the stress we encounter each day, but we can keep it at level that has less of negative impact on our heath.

So, there is no option except to manage stress in all the sector including marketing. The present work is an attempt to study the level of stress among marketing executive, reasons of stress in case of marketing job, consequence of stress in marketing job, strategies adopted by marketing employees to remove the stress.

In order to present the study in the easiest way it is divided into seven chapters. First chapter of the study provides the basic concept related with stress and stress management such as what is stress?, what is the nature of stress?, which factor affect stress, what is the effect of stress on individual?

The second chapter is related with nature of marketing job, function and objective of marketing, factors causing stress in marketing job, impact of stress on marketing employees, various strategies adopted by marketing employees to remove stress, various personal strategies adopted by them to get relief from stress and how competition causes to much stress on marketing executive.

The review of relevant literature has been reported in chapter third. It refers to various research studies carried out in India as well as abroad. Extensive research studies have been carried out on various aspects of stress with reference to marketing job in foreign countries but as far as India is concerned, such studies are in very small number. The literature review has been taken as base for determining objectives of the study, construction of hypothesis, developing data collection tools like questionnaire and selecting tools for analysis of the data.

Fifth chapter describes the methodology followed to carry out the study. This includes objectives of the study, hypothesis of the study, scope of the study, research design, sampling plan, data collection method, data analysis strategy and also limitations of the study.

The chapter six includes data analysis, presentation and interpretation with the help of tables, charts and graphs. The collected data has been analyzed through statistical techniques like frequency distribution, test of significance, factor analysis, and analysis of variance (ANNOVA) etc wherever applicable.

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